

B.S. in BUSINESS & MARKETING EDUCATION

Foundational Courses
(22-25 cr.)

Foundational Courses

- ___ OLPD 1303: Leading in Organizational Contexts* - - - - ->
- ___ OLPD 2811: Societies of the Future: Changing Work Contexts, 3 cr.* (or OLPD 2811H)
*meets Technology & Society requirements.
- ___ Public Speaking (OLPD 1461, FSOS 1461 or COMM 1101, 3 cr.)
- ___ Business Writing (OLPD 3324W, WRIT 3029W, WRIT 3562W, or MGMT 3033W, 3 to 4 cr.)
- ___ Economics (APEC 1101, ECON 1101, APEC 1102, ECON 1102, 3 to 4 cr.)
- ___ Mathematics (CI 1806, MATH 1001, MATH 1031, STAT 1001, or other options, 3 to 4 cr.)
- ___ Intro to Psychology (EPSY 1281 or PSY 1001, 4 cr.)

Students who completed LEAD 1961W or OLPD 1302 Fall 2019 and prior are permitted to use that course to satisfy this requirement.

Major Courses
(24 cr.)

Major Courses

- ___ **OLPD 3401: Teaching Marketing Promotion, 3 cr.**
- ___ **OLPD 3424: Sales Training, 3 cr.**
- ___ **OLPD 3318: Intro to Project Management, 3 cr.**
- ___ **OLPD 4426: Strategic CRM, 3 cr.**
- ___ OLPD 3609 Profession & Practice, 2 cr.
- ___ OLPD 4696 Applied Experience, 4 cr. (or alternative – see box) - - - - ->
- ___ Computer Applications for Business & Industry (CI 5301, CI 1871, or IDSC 3001, 3 to 4 cr.)
- ___ One major elective, 3 cr.

Sequence of Major Courses and eligibility requirements for the OLPD 4696 Applied Experience in BME

- Eligibility to complete the **OLPD 4696 Applied Experience in BME** requires completion of OLPD 3609 and at least 3 of the 4 core courses (**bolded to the left**)
- Students must secure their own OLPD 4696 work experience and request permission through OLPD to register for OLPD 4696.
- Students must be registered for OLPD 4696 in the same term they are actively engaged in their work experience. 160 hours of work is required for a 4cr Applied Experience.
- OLPD 4696 is a course, with an instructor and assignments, thus active engagement with the coursework is required for successful completion.

Note: If you are a BME/HRD double major, please consult with an OLPD advisor before registration.

Supporting Program
(12 cr.)
See back for examples

Supporting Program

- Courses must be outside the department – this means no ‘OLPD’ courses work;
- Courses should ideally be upper division (3xxx-5xxx)
- Courses must be linked thematically to a major interest and/or career goal (see examples on the next page);
- Courses must be approved in consultation with an OLPD advisor;
- Previous courses can be used if appropriate;
- This does not need to be a minor but coursework from minors can be used if appropriate (except for leadership minor)

Alternative Options to Applied Experience

- If you are interested in alternatives, you must consult with an OLPD advisor as soon as possible. Options include study abroad, OLPD 4421 (2 cr.), or LEAD 3971 (3 cr.). Please schedule an appointment through ugolpd@umn.edu.

Major Electives (Subject to change) Spring 2021

- OLPD 3305: Learning About Leadership through Film and Literature, 3 cr.
- OLPD 3308: Data-Driven Decision-Making for BME & HRD Majors, 3 cr.
- OLPD 3381: Developing Intercultural Competence, 3 cr.
- OLPD 3828: Diversity in the Workplace, 3 cr.
- OLPD 4401: E-Marketing
- OLPD 4421: Practicum in Non-Profit Organizations, 2 cr. (must be taken twice to satisfy the major elective requirement; alternatively, can be used for Applied Experience credits, but not both requirements.

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Supporting Program Worksheet: Use the following template to brainstorm ideas for your Supporting Program. Remember that your courses must be approved in consultation with an OLPD advisor. Reach out to ugolpd@umn.edu to schedule an appointment. Here are a few prompts to get you thinking...

What are some general goals or interests that I have (these do not need to be related to a career)? When I think about a future career aspiration, what knowledge or skillset would be most beneficial to me? If I could wave a magic wand and have my dream job, what other courses would contribute to my success?

To do on your own:

Area(s) of Interest: _____

Course(s) of Interest: _____

After consultation with your advisor:

Supporting Program Theme is: _____

and my classes are:

Course: _____ Course: _____

Course: _____ Course: _____

Course: _____ Course: _____

What have other students done for their Supporting Program? These are real examples of student-designed Supporting Programs based off of major interests and/or career aspirations.

Major Interest: Management and Finance

Karen wants to work for a large company and work her way into management, with a goal of understanding how finances impact the company from both a human resources and from a management perspective. She sees herself returning to school for her Master's degree, but wants to apply her course-related skills at a new job upon graduation.

(Example searchable subject areas: MGMT, ABUS, SCO, ACCT)

Major Interest: Electronic Media in the Workplace

William is hoping to better understand the impact of electronic and social media on different groups of people. In the future he wants to work for a company to further develop their social media campaigns for clients. He has selected coursework around communications and specifically courses with a social and electronic media component.

(Example searchable subject areas: COMM, JOUR)