

Bachelor of Science

Business Administration with Marketing Minor

This program is designed to introduce students to the many opportunities in the field of marketing. The study of marketing includes International Marketing, Consumer Behavior, Services Marketing and Retail Management. These courses in addition to the professional business core provide students with the knowledge and skills to understand the function of marketing.

Program Highlights

- Courses offered evenings and weekends
- Courses offered on a part-time basis
- Flexible schedules designed for busy adults
- Personalized advising and assistance
- Experienced and caring faculty

School of Business

Students are required to apply to the School of Business and must be admitted before taking LSSU 300/400 level business courses. See Regional Center Director for more requirements.

"Choosing LSSU's Escanaba Regional Center is definitely a sound investment. I was able to earn my degree without having to travel or move away from home. All of the necessary resources were readily available to me. I was very glad to have chosen LSSU. They offer quality education right in our own backyard."

- Nicole Crawford
Escanaba Regional Center graduate

It is the policy of Lake Superior State University that no person shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in employment, or in any program or activity for which the University is responsible on the basis of race, color, national origin or ancestry, gender, age, disability, religion, height, weight, sexual preference, marital status or veteran status.

Our Student Service Promise

Personal Attention We are available to assist you with your educational goals. Course selection, academic advising, admissions and registration are all services available as you seek your degree from Lake Superior State University. We are flexible scheduling appointments for students who are working or live outside of the Escanaba Area.

Small Classes LSSU offers small classes and personal attention from your professors. Your instructors will know you by name... you're not just another number to us!

Knowledgeable Faculty LSSU faculty take great pride in teaching and presenting a personal approach to education. They are experts in their fields who share a commitment developing students as good citizens and professionals. They are committed to a student centered environment.

Student Friendly! Students are important to us. You will be greeted with a smile and your questions will be answered. We make it easy for you to get started earning your bachelor's degree from LSSU.

"The benefit of attending a four-year university close to home has opened doors for me. Since graduating, I have been accepted into Dayton School of Law. The plethora of teacher personalities enhanced my education."

- Brian Lusardi
Escanaba Regional Center graduate

Escanaba Regional Center Programs

- Bachelor of Science–Accounting
- Bachelor of Science–Business Administration (generalist, management, or marketing minor)
- Bachelor of Science–Criminal Justice (generalist, law enforcement or corrections)
- Bachelor of Science– Early Childhood Education w/ Sociology or Business minor
- Bachelor of Science–Engineering Management
- Bachelor of Science–Individualized Studies
- Bachelor of Science–Nursing Completion



Business Administration with Marketing Minor Bachelor of Science Degree Completion Program

