Degree Requirements

A degree in business and marketing education prepares you for a variety of careers, ranging from positions in Fortune 500 companies, entrepreneurial startups, and international organizations to nonprofit management. You will take courses in sales and marketing to gain a broad set of business skills.

Our students are motivated to get a jumpstart on their careers. As a final part of your program you will complete at least one applied experience at a company or organization of your choice. View common employers on the CEHD Career Services website.

Student Experiences

This major's flexibility gives you the option to add an additional area of expertise. In CEHD, earn a minor or certificate in areas such as adult education, leadership, or sport management.

Study Abroad Options

What does business culture look like in Australia or Denmark? Find out by completing an internship or learning abroad experience through one of the Learning Abroad Center's sponsored programs.
Meet Our Alumni

Connor Cosgrove is a great example of the variety of careers our graduates pursue. Soon after transferring to the U of M and joining the football team, Connor was diagnosed with leukemia. Connor’s experience in treatment led to his idea of a t-shirt that allows easier access for a chemotherapy port. Today, he owns ComfPort, a company that produces multi-functional shirts that have an opening so cancer patients don’t have to remove their clothes to receive treatment. Along with fashionable and practical clothing, Connor hopes to build a community of support among his customers and their loved ones.
You might also explore

Entrepreneurial Management
Finance
Human Resource Development
International Business
Agricultural & Food Business Management
Sport Management

Associated Careers

Business Analyst, Project Manager, Sales Representative, Nonprofit Organizations, Advertising Manager, Account Executive, Account Management, Adult Education Teacher, Business Teacher, Buyer (Retail), Claims Adjuster/Examiner, Credit Analyst, Credit and Collections

Admission Information

Freshman admission information

Transfer admission requirements for the College of Education and Human Development