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](https://www.cehd.umn.edu/career-services).

**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](https://www.cehd.umn.edu/learning-abroad).
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