## Roadmap: Marketing Education - Bachelor of Science in Education <br> [EH-BSE-MKT]

College of Education, Health and Human Services School of Teaching, Learning and Curriculum Studies

Catalog Year: 2009-2010
Critical requirements are boldface in shaded areas

| Course Subject and Title | Credit Hours | Upper Division | Min. Grade | Important Notes |
| :---: | :---: | :---: | :---: | :---: |
| Semester One: [13-15 Credit Hours] |  |  |  |  |
| ENG 11011 College Writing I | 3 |  |  | Fulfills LER Composition |
| PSYC 11762 General Psychology | 3 |  |  | Fulfills LER Social Sciences |
| US 10097 Destination Kent State: FYE | 1 |  |  | Not required for transfer students with 25 credits |
| LER Fine Arts | 3 |  |  | Visit www.kent.edu/catalog and search "LER" for course list |
| LER Mathematics and Critical Reasoning | 3-5 |  |  | Enrollment based on placement tests |
| Semester Two: [15-16 Credit Hours] |  |  |  |  |
| EDPF 29535 Education in a Democratic Society | 3 |  | C |  |
| BUS 10123 Exploring Business | 3 |  | C |  |
| COMM 15000 Introduction to Human Communication | 3 |  |  | Fulfills LER Additional |
| HIST 11050 History of Civilization I | 3 |  |  | Fulfills LER Humanities and global diversity requirement |
| LER Basic Sciences | 2-3 |  |  | Visit www.kent.edu/catalog and search |
| LER Basic Sciences Laboratory | 1 |  |  | "LER" for course list |
| Semester Three: [15 Credit Hours] |  |  |  |  |
| Requirement: minimum 2.75 cumulative GPA by end of term |  |  |  |  |
| ECON 22060 Principles of Microeconomics | 3 |  |  | Fulfills LER Social Sciences |
| EDPF 29525 Educational Psychology | 3 |  | C |  |
| ENG 21011 College Writing II | 3 |  |  | Fulfills LER Composition |
| HIST 11051 History of Civilization II | 3 |  |  | Fulfills LER Humanities |
| LER Basic Sciences | 3 |  |  | Visit www.kent.edu/catalog and search "LER" for course lists |
| Semester Four: [15 Credit Hours] |  |  |  |  |
| Requirement: apply and be accepted for Advanced Study; minimum 2.75 cumulative GPA |  |  |  |  |
| MKTG 25010 Marketing | 3 |  | C |  |
| ECON 22061 Principles of Macroeconomics | 3 |  |  | Fulfills LER Additional |
| ITEC 19525 Educational Technology | 3 |  | C |  |
| SPED 23000 Introduction to Exceptionalities | 3 |  | C | Fulfills domestic diversity course requirement |
| MKTG elective (lower or upper division) | 3 |  | C |  |
| Semester Five: [18 Credit Hours] |  |  |  |  |
| CTTE 46001 Organization of Career and Technical Education | 3 | ■ | C | Fulfills writing-intensive course requirement |
| CTTE 46015 Methods of Career and Technical Education | 3 | ■ | C |  |
| CTTE 46019 Coordination in Career Technical Cooperation Education Programs | 3 | $\square$ | C |  |
| MKTG 35035 Consumer Behavior | 3 | $\square$ | C |  |
| MKTG 45082 Retail and Web-Based Merchandising | 3 | $\square$ | C |  |
| MIS 24053 Introduction to Computer Applications | 3 |  | C |  |

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| Semester Six: [15 Credit Hours] |  |  |  |  |  |  |  |  |
| Requirement:: apply for student teaching |  |  |  |  |  |  |  |  |
| CTTE 45372 Issues in Career Technical Education Subjects |  |  | 3 | ■ | C |  |  |  |
| CTTE 45377 Career and Technical Education: Advanced Methodologies |  |  | 3 | $\square$ | C |  |  |  |
| MKTG 35050 Marketing Research |  |  | 3 | $\square$ | C |  |  |  |
| MKTG 45045 Advertising and Promotion Management |  |  | 3 | $\square$ | C |  |  |  |
| MKTG elective (lower or upper division) |  |  | 3 |  | C |  |  |  |
| Semester Seven: [18 Credit Hours] |  |  |  |  |  |  |  |  |
| CTTE 44618 Elements of Experienced-Based Education |  |  | 3 | ■ | C |  |  |  |
| CTTE 46020 Curriculum Guide Design and Application |  |  | 3 | $\square$ | C |  |  |  |
| Cl 47330 Reading and Writing in Adolescence |  |  | 3 | ■ | C |  |  |  |
| HED 42575 Health and Learning |  |  | 3 | $\square$ | C |  |  |  |
| MKTG 45060 International Marketing |  |  | 3 | ■ | C |  |  |  |
| MKTG elective (lower or upper division) |  |  | 3 |  | C |  |  |  |
| Semester Eight: [12 Credit Hours] |  |  |  |  |  |  |  |  |
| CTTE 46031 Student Teaching in Career Technical Education |  |  | 9 | ■ | S |  |  |  |
| CTTE 49525 Inquiry into Professional Practice |  |  | 3 | ■ | C |  |  |  |
| Graduation Requirements Summary |  |  |  |  |  |  |  |  |
| Total Hours | Upper-Division Hours | Liberal Education Requirements Hours | Diversity Course Global / Domestic |  |  | Writing-Intensive | Minimum |  |
| 121 | 39 | 36 | HIST 110 | 50 / SPE | 23000 | CTTE 46001 | 2.0 | 2.75 |

## Notes on Licensure:

1. Successfully complete Praxis II "Principles of Learning and Teaching grades 7-12" (passing score 165) and Praxis II specialty test "Marketing Education" (passing score 124).
2. Apply for teaching license (pick up licensure packet in 304 White Hall).

## Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

## Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

## Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum $C(2.00)$ grade.

## Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.

