

Roadmap: Marketing Education - Bachelor of Science in Education

[EH-BSE-MKT]

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

Catalog Year: 2010-2011

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses and milestones designated as critical (in boldface and shaded areas) must be completed in the semester listed to ensure a timely graduation.

Course Subject and Title Semester One: [13 Credit Hours] PSYC 11762 General Psychology US 10097 Destination Kent State: FYE Kent Core Requirements 9 Semester Two: [15 Credit Hours] Required: successful completion of Praxis I Reading (score 174), Writing CULT 29535 Education in a Democratic Society BUS 10123 Exploring Business COMM 15000 Introduction to Human Communication HIST 11050 History of Civilization I Kent Core Requirement 3 Semester Three: [15 Credit Hours] Requirement: minimum 2.75 cumulative GPA by end of term ECON 22060 Principles of Microeconomics 3 EPSY 29525 Educational Psychology HIST 11051 History of Civilization II 3 Kent Core Requirements 6 Semester Four: [15 Credit Hours] Requirement: apply and be accepted for Advanced Study; minimum 2.75 MKTG 25010 Marketing ECON 22061 Principles of Macroeconomics 3 ITEC 19525 Educational Technology 3 SPED 23000 Introduction to Exceptionalities 3 MKTG elective (lower or upper division) Semester Five: [18 Credit Hours] CTTE 46001 Organization of Career and Technical Education	(score 172	Fulfills Kent Core Additional Fulfills Kent Core Humanities and global diversity requirement See Kent Core Summary on page 2		
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Semester Five: [18 Credit Hours] CTTE 46001 Organization of Career and Technical	С	Fulfills domestic diversity course requirement		
CTTE 46001 Organization of Career and Technical	С			
	С	Fulfills writing-intensive course requirement		
CTTE 46015 Methods of Career and Technical Education	С			
CTTE 46019 Coordination in Career Technical Cooperation Education Programs	С			
MKTG 35035 Consumer Behavior 3 ■	С			
MKTG 45082 Retail and Web-Based Merchandising 3 ■	С			
MIS 24053 Introduction to Computer Applications 3	С			
Semester Six: [15 Credit Hours]				
Requirement: apply for student teaching				
CTTE 45372 Issues in Career Technical Education Subjects	С			
CTTE 45377 Career and Technical Education: Advanced Methodologies	С			
MKTG 35050 Marketing Research 3 ■	С			
MKTG 45045 Advertising and Promotion Management 3				
MKTG elective (lower or upper division) 3	С			



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Critical requirements are boldface in shaded areas

Course Subject and Title		Upper Division	Min. Grade	Important Notes
Semester Seven: [18 Credit Hours]				
Requirements: apply for graduation				
CTTE 46017 Student Leadership in Career Technical Education	3		С	
CTTE 46020 Curriculum Guide Design and Application	3		С	
CI 47330 Reading and Writing in Adolescence	3		С	
HED 42575 Health and Learning	3		С	
MKTG 45060 International Marketing			С	
MKTG elective (lower or upper division)	3		С	
Semester Eight: [12 Credit Hours]				
CTTE 46031 Student Teaching in Career Technical Education	9		S	
CTTE 49525 Inquiry into Professional Practice	3		O	

Graduation Requirements Summary

		a					
Minimum	Minimum Upper-	Kent Core Hours	Diversity Course	Writing-Intensive	Mini	Minimum	
Total Hours	Division Hours	Rent Core Hours	Global / Domestic	writing-intensive	Major GPA	Overall GPA	
121	39	36	HIST 11050 / SPED 23000	CTTE 46001	2.0	2.75	

Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
Additional (6 credit hours) Must be selected from two Kent Core categories	Fulfilled in this major with COMM 15000 and ECON 22061	0
Basic Sciences (6-7 credit hours) Must include one laboratory		6-7
Composition (6-8 credit hours) ENG 11002, 11011, 21011; HONR 10197, 10297	Enrollment based on placement test; grade of C required in both courses	6-8
Humanities and Fine Arts (9 credit hours) Minimum one course from humanities in Arts and Sciences category and minimum one course from fine arts category	6 credit hours are fulfilled in this major with HIST 11050 and 11051; remaining credit hours must be from the Fine Arts category	3
Mathematics and Critical Reasoning (3-5 credit hours)	Enrollment based on placement test	3-5
Social Sciences (6 credit hours) Must be selected from two curricular areas	fulfilled in this major with ECON 22060 and PSYC 11762	0

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).

Kent Core

Students must complete a minimum 36 credit hours of the Kent Core. Certain courses required in programs and in student's major field may also fulfill the Kent Core. Honors equivalents shall satisfy the Kent Core. None of the courses on the Kent Core list may be taken with a pass/fail grade. Visit www.kent.edu/catalog/kent-core for course list.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the Kent Core. The second course may be taken as a second Kent Core, within a major or minor, or as a general elective; or, with dean's approval, by completing one semester of study in another country. Visit www.kent.edu/catalog/diversity for course list.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade. Visit www.kent.edu/catalog/wic for course list.

Upper-Division Requirement

Students must complete a minimum 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.