

Post-Baccalaureate Endorsement Marketing Education Post-Baccalaureate Endorsement

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The post-baccalaureate endorsement in marketing education is designed to prepare a person who has a baccalaureate degree to be a marketing education teacher-coordinator. Participants who successfully complete this program will qualify to apply for a Virginia teaching license to teach marketing education.

Admission

For those students seeking licensure only, they must first apply to ODU as non-degree seeking. Students subsequently complete undergraduate or graduate level courses that meet Virginia licensure requirements. For students simultaneously seeking a graduate degree, they should apply for the graduate program and may take up to 12 credit hours that may be used toward both the MS and post-baccalaureate programs. Students should schedule an interview with the program coordinator for program admissions as well as to discuss course evaluation and options.

Curriculum Requirements

Complete the following courses:

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| SEPS 297 | Observation and Participation | 1 |
| SEPS 400/500 | Instructional Systems Development | 3 |
| SEPS 401/501 | Foundations of Career and Technical Education | 3 |
| SEPS 402/502 | Instructional Methods in Occupational Studies | 3 |
| SEPS 408/508 | Advanced Classroom Issues and Practices in Career and Technical Education | 3 |
| SEPS 450/550 | Assessment, Evaluation and Improvement | 3 |
| SEPS 485 | Student Teaching | 12 |
| READ 680 or SPED 313 | Literacy Across the Curriculum Fundamentals of Human Growth and Development: Birth through Adolescence | 3 |
| Total Credit Hours | | 31 |

Additional Requirements

Continuation and Exit

Students must:

1. earn a 2.75 cumulative grade point average if licensure is at the undergraduate level and a 3.00 cumulative grade point average if licensure is at the graduate level;
2. document at least 4000 clock hours of marketing-related work experience completed within the past five years or complete a directed field experience (SEPS 405);
3. earn credit in any marketing- related content courses required by the Virginia Department of Education that have not yet been met. Such courses are identified in a transcript evaluation of all prior college-level work. Students with an undergraduate degree in marketing is considered to have met all content requirements. Experiential credit may be considered for individual courses on a case-by-case basis.
4. complete a university graduate student assessment if enrolled in the M.S. degree program.
5. obtain certificate of completion in First Aid/AED/CPR, Dyslexia Awareness Training, Child Abuse and Neglect Recognition and

Intervention Training, Regulations Governing the Use of Restraint and Seclusion in Elementary and Secondary Schools, and Cultural Competence Training. These must be on file with the Office of Clinical Experiences.

Twelve hours of 500/600 level courses may be applied toward the Master of Science in occupational and technical studies, career and technical education teaching concentration.