

## Bachelor of Science

# Career and Technical Education with a Major in Marketing Education (BS)

## Requirements

### Lower-Division General Education

Written Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written</a> )	6
Oral Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral</a> )	3
Mathematics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math</a> )	3
Language and Culture ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language</a> )	0-6
Information Literacy and Research ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information</a> )	3
Human Behavior ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior</a> )	3
Human Creativity ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity</a> )	3
Interpreting the Past ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret</a> )	3
Literature ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature</a> )	3
Philosophy and Ethics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy</a> )	3
The Nature of Science ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature</a> )	8
Impact of Technology ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact</a> )	3

Written Communication Skills: Grade of C or better required in both courses

Information Literacy and Research is satisfied by STEM 251G in the major

Human Behavior: PSYC 203S

Impact of Technology is satisfied by STEM 370T in the major

### Upper-Division General Education

Satisfied in the major.

### Requirements for Graduation

Students in marketing education and technology education licensure programs must have:

1. Minimum of 120 credit hours.
2. Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
3. A 2.75 grade point average overall, in the major, and in the core.
4. Earned a passing grade in student teaching.
5. Completed ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better.
6. Completed the senior assessment.

Licensure requirements also include certificate of completion in First Aid/AED/CPR, Dyslexia Awareness Training, Child Abuse and Neglect Recognition and Intervention Training, and Regulations Governing the

Use of Restraint and Seclusion in Elementary and Secondary Schools, and Cultural Competence Training.

Due to changing University requirements, national accreditation standards, and Commonwealth licensure regulations, the programs in the Darden College of Education and Professional Studies are under constant revision. Any changes resulting from these factors supersede the program requirements described in this Catalog. Students should obtain current program information from their advisors.

## Career and Technical Education Core

FOUN 301	Learning and Development	3
FOUN 302	Assessment of Learning	3
or SEPS 450	Assessment, Evaluation and Improvement	
SEPS 408	Advanced Classroom Issues and Practices in Career and Technical Education	3
SPED 400	Foundations of Special Education: Legal Aspects and Characteristics	3
STEM 370T*	Technology and Society (Writing Intensive)	3
TLED 326	Socio-Cultural Perspectives in Education	3
TLED 426	Introduction to Literacy, Linguistics and Practice in the Classroom	3
<b>Total Credit Hours</b>		<b>21</b>

\* Grade of C or better required

## Marketing Education Major

This major is designed to prepare students to teach marketing and related subjects in the secondary schools. It is an approved program for meeting licensure requirements to teach marketing education in Virginia.

### General Education

Complete lower-division requirements 35-41

Complete upper-division requirements (met in the major)

### Career and Technical Education Core

Complete the career and technical education core requirements 21

### Marketing Education

ECON 200S	Basic Economics	3
MGMT 325	Contemporary Organizations and Management	3
MKTG 311	Marketing Principles and Problems	3
MKTG 402	Consumer Behavior	3
SEPS 100	Sales Techniques	3
SEPS 102	Advertising and Promotion	3
SEPS 297	Observation and Participation	1
SEPS 400	Instructional Systems Development	3
SEPS 401	Foundations of Career and Technical Education	3
SEPS 402	Instructional Methods in Occupational Studies	3
SEPS 405	Directed Work Experience	4
SEPS 415	Advanced Merchandising	3
SEPS 485	Student Teaching	12
STEM 251G	Computer Literacy: Communication and Information	3
STEM 351	Communication Technology	3
<b>Electives</b>		
Select elective courses		5
<b>Total Credit Hours</b>		<b>114-120</b>

Elective credit may be needed to meet the minimum of 120 credits required for the degree.

## Additional Requirements and Information

### Admission

For the most current information on the prescribed Virginia Board of Education admission assessment, visit the Office of Clinical Experiences website, <https://www.odu.edu/oce> (<https://www.odu.edu/oce/>).

### Prescribed Virginia Board of Education Assessment for Admission to an Approved Teacher Education Program

Old Dominion University students seeking admission to an approved teacher education program must satisfy the Virginia Board of Education required assessment for admission into an approved teacher education program. The requirement can be satisfied by meeting a passing score in the following:

- Virginia Communication and Literacy Assessment (VCLA): Scaled passing score of 235 for the reading subtest and score of 235 for the writing subtest OR a composite score of 470 for the assessment.
- Students must have an interview with the program leader. Students must be admitted into the approved marketing education or technology education teacher preparation program prior to enrolling in SEPS 408.

For the most current information on the prescribed Virginia Board of Education admission assessment, visit the Virginia Department of Education at <https://www.doe.virginia.gov/>.

### Continuance

Students in marketing education and technology education licensure programs must:

1. Satisfy University requirements.
2. Maintain a cumulative GPA of 2.75, a major GPA of 2.75 and a core GPA of 2.75 with no earned grade less than C- in all courses taken in the major and in the core.
3. Successfully complete SEPS 297.
4. Take and pass the appropriate PRAXIS Subject Assessment (Technology Education – Content Knowledge, 5051 or Marketing Education – Content Knowledge, 5561) prior to or while enrolled in the Instructional Strategies course SEPS 408. All assessments must be passed prior to the start of the Teacher Candidate Internship Orientation session.

### Background Clearance Requirement

Old Dominion University requires a background clearance check of candidates interested in many of the professional education programs. Professional education programs have several field experiences that are required for continuance and graduation from the program. The background clearance must be successfully completed prior to a field experience placement. Candidates will be provided a field experience placement when the background check process is completed with resolution of any issues. The process to complete the ODU clearance background check is located at: <https://www.odu.edu/oce/teacher-education/placement/background-checks> (<https://www.odu.edu/oce/teacher-education/placement/background-checks/>). The ODU clearance process includes: an FBI fingerprint, a child protective service/social service review, and a Virginia State Police sex offender registry review. Candidates interested in the professional education programs are advised to complete this clearance process immediately upon entry into the program since the clearance process takes a minimum of eight weeks to complete.

### Assessments Required for Teacher Education Programs and Licensure

In order to obtain a Virginia teaching license, all teacher education students must attain passing scores on the appropriate teacher licensure exams. Students are required to take and pass the Virginia Communication and Literacy Assessment (VCLA) with a scaled passing score of 235 for the reading subtest and score of 235 for the writing subtest OR a composite score of 470 for the assessment. composite score of 470 or higher to be eligible for licensure. The VCLA should be taken during the semester prior to acceptance into teacher education. It is recommended that the

VCLA be taken after students have completed their English and reading course requirements. All students will take and attain a passing score on the appropriate Praxis Subject Area Assessment (Technology Education – Content Knowledge, 5051 with a score of 162 or Marketing Education – Content Knowledge, 5561 with a score of 147) in order to be eligible for student teaching and licensure. Score reports of all examinations must be on file in the Office of Clinical Experiences in the Education Building. To review more information on the Virginia Board of Education Prescribed Assessments, visit the Office of Clinical Experiences website, <https://www.odu.edu/oce> (<https://www.odu.edu/oce/>).

## Licensure/Endorsement Programs

### Licensure Program in Marketing Teacher Education

The licensure program in marketing teacher education is designed to prepare a person who has a business-related 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

Prior to entering this program students must hold a business-oriented baccalaureate degree in which 30 hours of marketing-related courses have been completed including at least three semester hours each of courses covering the marketing process, economics, personnel, the sales process, operations and organization, and promotion. Students must also have completed a rigorous general education program as outlined by the Commonwealth in its Licensure Regulations for Teachers. They must be interviewed and accepted by the marketing education program leader. Finally, students must attain or exceed the minimum score required by Virginia on the Praxis I examination. The Praxis I exam must be passed prior to admittance into teacher education and taking SEPS 408/SEPS 508.

#### Exit

Students must:

1. Complete the following courses:

SEPS 297	Observation and Participation	1
SPED 313	Fundamentals of Human Growth and Development: Birth through Adolescence	3
TLED 408	Reading and Writing in Content Areas	3
SEPS 400/500	Instructional Systems Development	3
SEPS 401/501	Foundations of Career and Technical Education	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
<b>Total Credit Hours</b>		<b>31</b>

2. 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; and
3. Document at least 4000 clock hours of marketing-related work experience completed within the past five years or complete SEPS 405.

Passing scores on the Praxis Subject Assessment, Marketing Education Content Knowledge are required before teacher internship. Passing scores must be attached to the teacher internship application.

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.

### Endorsement Program in Industrial Cooperative Training

The endorsement program in industrial cooperative training is designed to prepare a licensed teacher to be endorsed to teach industrial cooperative training in the public schools.

## Admission

Prior to entering this program students must have or qualify for a Virginia Collegiate Professional or Postgraduate Professional License. Secondly, they must be interviewed and accepted by the program coordinator.

## Exit

Students must:

1. Complete the following courses:

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

**Total Credit Hours 15**

2. 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; and
3. Document at least 4000 clock hours of acceptable employment in a trade, technical, or industrial education subject area completed within the past five years or complete SEPS 405.

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.

## Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
<b>Freshman</b>		
<b>Fall</b>		
ENGL 110C	English Composition (C or better required)	3
Mathematical Skills		3
Nature of Science I		4
SEPS 100 or SEPS 102	Sales Techniques or Advertising and Promotion	3
Human Creativity		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Oral Communication (COMM 101R preferred)		3
SEPS 100 or SEPS 102	Sales Techniques or Advertising and Promotion	3
PSYC 203S	Lifespan Development (meets Human Behavior)	3
Nature of Science II		4
<b>Credit Hours</b>		<b>16</b>

## Sophomore

### Fall

STEM 251G	Computer Literacy: Communication and Information	3
FOUN 301	Learning and Development	3
SEPS 297	Observation and Participation	1
Interpreting the Past		3
Philosophy and Ethics		3
Elective or Language and Culture (if required)		3
<b>Credit Hours</b>		<b>16</b>

### Spring

TLED 326	Socio-Cultural Perspectives in Education	3
STEM 351	Communication Technology	3
ECON 200S	Basic Economics	3
Literature		3
Elective or Language and Culture (if required)		3
<b>Credit Hours</b>		<b>15</b>

## Junior

### Fall

MKTG 311	Marketing Principles and Problems	3
SEPS 401	Foundations of Career and Technical Education	3
SPED 400	Foundations of Special Education: Legal Aspects and Characteristics	3
SEPS 415	Advanced Merchandising	3
STEM 370T	Technology and Society (writing intensive; C or better required)	3
<b>Credit Hours</b>		<b>15</b>

### Spring

SEPS 400	Instructional Systems Development	3
MKTG 402	Consumer Behavior	3
TLED 426	Introduction to Literacy, Linguistics and Practice in the Classroom	3
MGMT 325	Contemporary Organizations and Management	3
<b>Credit Hours</b>		<b>12</b>

## Summer

SEPS 405	Directed Work Experience	4
<b>Credit Hours</b>		<b>4</b>

## Senior

### Fall

SEPS 402	Instructional Methods in Occupational Studies	3
FOUN 302 or SEPS 450	Assessment of Learning or Assessment, Evaluation and Improvement	3
SEPS 408	Advanced Classroom Issues and Practices in Career and Technical Education	3
Electives		5
<b>Credit Hours</b>		<b>14</b>

Spring

SEPS 485	Student Teaching	12
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>120</b>

## **BA or BS to MBA (Master of Business Administration) Linked Program**

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

## **BA or BS to MPA (Master of Public Administration) Linked Program**

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.