Bachelor of Science

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

Requirements

Lower-Division General Education

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUN 301</td>
<td>Learning and Development</td>
<td>3</td>
</tr>
<tr>
<td>FOUN 302</td>
<td>Assessment of Learning</td>
<td>3</td>
</tr>
<tr>
<td>or SEPS 450</td>
<td>Assessment, Evaluation and Improvement</td>
<td>3</td>
</tr>
<tr>
<td>SEPS 408</td>
<td>Advanced Classroom Issues and Practices in Career and Technical Education</td>
<td>3</td>
</tr>
<tr>
<td>SPED 400</td>
<td>Foundations of Special Education: Legal Aspects and Characteristics</td>
<td>3</td>
</tr>
<tr>
<td>STEM 370T</td>
<td>Technology and Society (Writing Intensive)</td>
<td>3</td>
</tr>
<tr>
<td>TLED 326</td>
<td>Socio-Cultural Perspectives in Education</td>
<td>3</td>
</tr>
<tr>
<td>TLED 426</td>
<td>Introduction to Literacy Research, Theory and Practice in the Classroom</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 21

* 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) 21

Career and Technical Education Core

* Complete the career and technical education core requirements 21

Marketing Education

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

Electives

Select elective courses 5

Total Credit Hours 114-120
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:

1. **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.
2. **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/](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 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 is required 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
   - Total Credit Hours 31

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.

**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 in Career and Technical Education 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

#### Freshman

**Fall**
- 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
  
  **Credit Hours 16**

**Spring**
- 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
  
  **Credit Hours 16**

#### 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
  
  **Credit Hours 16**

**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
  
  **Credit Hours 15**

#### 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
  
  **Credit Hours 15**

**Spring**
- SEPS 400 Instructional Systems Development 3
- MKTG 402 Consumer Behavior 3
- TLED 426 Introduction to Literacy Research, Theory and Practice in the Classroom 3
- MGMT 325 Contemporary Organizations and Management 3
  
  **Credit Hours 12**

**Summer**
- SEPS 405 Directed Work Experience 4
  
  **Credit Hours 4**

#### 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
  
  **Credit Hours 14**

**Electives**
5

Credit Hours 14
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.