

Academic Fact Sheet

Wayne State College

MARKETING EDUCATION FIELD ENDORSEMENT (54 Hours)

The Marketing Education Field Endorsement is administered by the
Business Administration and Economics Department.

Facts about the Program

Degrees Offered:

B.S., B.A.

Faculty:

Patricia M. Arneson, Ed.D.
Vaughn L. Benson, Ph.D.
JoAnn E. Bondhus, L.L.M.
Gerald Conway, M.S.E.
Meenakshi N. Dalal, Ph.D.
Laura Dendinger, J.D.
Sharon Garvin, Ed.D.
Kenneth G. Hallgren, Ed.D.
Patricia Lutt, Ph.D.
Jeryl Nelson, Ph.D.
Charles Parker, Ph.D.
John Paxton, Ph.D.
Gerard Ras, M.B.A.
Gary Volk, Ph.D.

Program Description

The primary objective of Business and Marketing Teacher Education is to provide prospective business teachers with a background that will enable them to develop the desired knowledge, skills, and attitudes necessary to teach business subjects at the high school level. Students planning to teach marketing and related subjects in secondary schools should seek the Bachelor of Arts in Education degree with a field endorsement in Marketing Education.

Scholarships and Financial Aid

Wayne State College is committed to providing a quality, affordable education for its students. There are several types of financial assistance available for Wayne State students, including grants, loans, work-study and scholarships. The aid packages are composed of money from Pell grants, SEOG grants, SSIG grants, Perkins loans, Stafford student loans, PLUS loans and a variety of scholarships. Contact the Financial Aid Office at (402) 375-7230 for further information.

No special ability scholarships are available in the Business Teacher Education area. Students are encouraged to contact the Financial Aid Office for state-assisted and/or annual and endowed scholarship information. Scholarships are highly competitive and awarded through an application process.

Career Opportunities

The field endorsement permits students to meet vocational certification requirements necessary to teach in a reimbursable secondary business education program.

Program Content

General Education.....	46
Professional Education.....	34-38
One Field Endorsement.....	54
TOTAL SEMESTER CREDIT HOURS.....	134-138

Marketing Education Field Endorsement (34-38 hours)

Marketing (15 hours)

BUS 370	Principles of Marketing	3
372	Selling and Sales Management	3
374	Principles of Advertising	3
475	Consumer Purchasing & Motivation	3
476	Retail Management	3

Business Administration (30 hours)

BUS 222	Business Law I	3
226	Business Statistics	3
240	Accounting I	3
241	Accounting II	3
360	Management Theory & Practice	3
460	Human Behavior in Organizations	3
CIS 130	Intro. to Computer/Information Tech.	3
ECO 202	Principles of the National Economic Sys.	3
203	Principles of the Market System	3
Three hours of electives to be selected from the following:		3
BUS 208	Business Communications (3)	
470	Marketing Management (3)	
479	Advertising Plans/Campaigns (3)	

Career and Technical Education

CED 417	Principles of Career Education	3
CED 423	Coordinating Techniques	3
CED 463	Intro to Voc Special Needs	3

PLUS Work Experience:

The endorsement is available only to those persons who have 1,000 verified hours of paid work experience in any combination of marketing, management, or entrepreneurial activities.

For more information contact:

Dr. Patricia Arneson
Business Administration and Economics Department
Wayne State College
Wayne, NE 68787
(402) 375-7245 or 1-800-228-9972
E-mail: paarnes1@wsc.edu
www.wsc.edu

Marketing Education (54 hours)

Marketing Endorsement (15 hours)

BUS 370	Principles of Marketing	3
372	Selling and Sales Management	3
374	Principles of Advertising	3
475	Consumer Purchasing & Motivation	3
476	Retail Management	3

PLUS

Career and Technical Education		9
CED 417	Principles of Career Education	3
CED 423	Coordinating Techniques	3
CED 463	Intro to Voc Special Needs	3

Business Administration (30 hours)

BUS 222	Business Law I	3
226	Business Statistics	3
240	Accounting I	3
241	Accounting II	3
360	Management Theory & Practice	3
350	Human Behavior in Organizations	3
CIS 130	Intro. to Computer/Information Tech.	3
ECO 202	Principles of the National Economic Sys.	3
203	Principles of the Market System	3
Three hours of electives to be selected from the following:		3
BUS 208	Business Communications (3)	
470	Marketing Management (3)	
479	Advertising Plans/Campaigns (3)	

PLUS Work Experience:

The endorsement is available to those who have a (a) 1,000 verified hours of paid work experience in business, or (b) at least 300 hours of supervised work experience in business under the direction of the college or university recommending the endorsement.

BUSINESS TEACHER EDUCATION

Field Endorsement (54 Hours) - Subject Endorsement (33 Hours)

FRESHMAN

1st Semester

* CIS 130	Intro to Computer/Information Technology	3
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2nd Semester

EDU 201	Intro to Professional Educ. (Sign up for PPST) General Education	3
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SOPHOMORE

3rd Semester

BUS 240	Accounting I	3
BUS 222	Business Law I	3
* BUS 226	Business Statistics	3
ECO 202	Principles of the National Economic System	3
General Education Education requirements		

4th Semester

BUS 241	Accounting II	3
BUS 370	Principles of Marketing	3
BUS 374	Principles of Advertising	3
ECO 203	Principles of the Market System	3
SPD 151	Intro to Special Education	3
General Education Education requirements		

Students sign up for field experience

JUNIOR

5th Semester

Choose one:

*BUS 208	Business Communications	3
*BUS 470	Marketing Management	3
*BUS 479	Advertising Plans/Campaigns	3
*CED 463	Intro to Vocational Special Needs	3
General Education Business Electives Education requirements		

6th Semester

BUS 475	Consumer Purchasing & Motivation	3
BUS 476	Retail Management	3
General Education Education requirements		

SENIOR

7th Semester

CED 417	Organizational & Administration of Career and Technical Education	3
CED 423	Coordinating Techniques	3
Education requirements		

8th Semester

Directed Teaching Semester

*Courses may be taken either semester during the year indicated.