Field Endorsement In Marketing Education

Major Course Work

General Education	**46**
Professional Education	**34-38**
EDU 201 Intro to Professional Education	3
211 Child & Adol Growth & Dev	3
310 Reading & Writing in the Middle/Secondary School	1
or	
ENG 444 Dev Reading –Middle/Sec School	2
321 Ed Psych:Models & Theories of Learn	3
322 Secondary Education Practicum	1
323 Content Area Practicum	1
367 Human Relations	3
400 Secondary Schools	2
409 Content Area Methods & Materials	2
410 Student Teaching & Seminar	12
SPD 151 Introduction to Special Education	3
Field Endorsement in Marketing Education	**54**
Total Semester Credit Hours (based on Field Endorsement)	**134+**

Goals & Objectives

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 business subjects in secondary schools should seek the Bachelor of Science in Education degree with a field endorsement in Marketing Education.

Graduate Study in Business Education

Graduate study in Business Education is offered at Wayne State College. The MSE degree in Curriculum and Instruction is designed to enable the student to: (1) achieve new and broadened academic and technical competencies through course work, (2) develop more effective teaching techniques through methodology courses, (3) acquire vocational certification, (4) provide academic and professional training for those desiring to teach or administer career and technical education programs at the secondary or post-secondary levels, and (5) understand the impact of changing technology on career and technical education programs.

The Master's Degree program in Business Education is a joint program involving two academic schools: Education and Business. Graduate students pursuing the 36-hour MSE program in Curriculum and Instruction complete 15 graduate hours of Education core classes, 6 graduate research hours, and 15 graduate hours in Business Education content concentration.

Field Endorsement in Marketing Education—54 hrs

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
350 Managing Behavior in Organizations	3
360 Management Theory & Practice	3
CIS 130 Intro to Computer/Information Technology	3
ECO 202 Principles of the National Economic System	3
203 Principles of the Market System	3
Three hours of electives to be selected from the following:	3

BUS 308 Strategic Communications (3)
470 Marketing Management (3)
479 Advertising Plans/Campaigns (3)

CAREER AND TECHNICAL EDUCATION—9 hours

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

PLUS

WORK EXPERIENCE

This 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.

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

Wayne State College
1111 MAIN STREET ♦ WAYNE, NE 68787
WWW.WSC.EDU