

Current Chair: Brian Morgan

Request for Undergraduate Addition, Deletion, or Change of an Area of Emphasis

1. Prepare one paper copy and obtain signatures from the Department Chair/Head, Librarian, and College Dean. 2. Submit the form to your College Curriculum Committee. 3. After attaining the signature of the College Curriculum Chair, send the paper copy to Bernice Bullock in the Faculty Senate office. 4. Send an identical (sans signatures) ELECTRONIC COPY and all supporting documentation in PDF format by email to bullock@marshall.edu.

College: COEHS Department/Division: HDAT/ATE

Contact Person: Laura Wyant Phone: 304-696-2915

ACTION REQUESTED:

Check action requested: Addition Deletion Change

Name of Area of Emphasis: Business and Marketing Education

Within which Major is/will this Area of Emphasis be listed (please provide code as well): ATE

RATIONALE:

At the request of the West Virginia State Department of Education and in line with national trends the Department of adult and Technical Education would like to combine the two existing teacher certification programs, Business Education and Marketing Education, into one teacher certification program, Business and Marketing Education.

CURRICULUM: (If addition or change, number of hours and courses; indicate if required or optional) May be submitted as separate document.

NOTIFICATION REQUIREMENTS:

- Attach a copy of written notification regarding this curriculum request to the following:
- Statement of Non-Duplication:** If this area of emphasis will be similar in title or content to an existing area of emphasis at the university, please send a memo to the affected department and include it with this packet, as well as, the response received from the affected department.
 - If your department/division requires additional faculty, equipment, or specialized materials, attach an estimation of money and time required to secure these items.
 - Send a copy of this completed form to the Marshall University Catalog Editor.

SIGNATURES: (If disapproved at any level, do not sign. Return to previous signer.)

Department Chair/Division Head: <u>Laura Wyant</u>	Date: <u>2-16-09</u>
Librarian: <u>Christi P. Livi</u>	Date: <u>2/19/09</u>
College Dean: <u>Rosalyn M. Templeton</u>	Date: <u>2-20-09</u>
College Curriculum Chair: <u>Paula Lee Lucas</u>	Date: <u>2-26-09</u>
University Curriculum Committee Chair: _____	Date: _____
Faculty Senate Chair: _____	Date: _____
VP Academic Affairs/VP Health Science: _____	Date: _____

CURRICULUM REQUIREMENTS FOR BME - AREA OF EMPHASIS

I. Summary of Hours Required for Proposed Merger

Summary of Hours Required

General Requirements for Teacher Education Programs	44-45
Teaching Specialization for Marketing Education	57
Professional Education Core	33
Total Hours.....	134-135

II. Marshall University Undergraduate Catalog Entry

ADULT AND TECHNICAL EDUCATION Marketing & Business Education

Except for Student Teaching, courses in this category MAY NOT be completed under the credit/non-credit option.

A. Teaching Specialization	57
ACC 215, 216	6
ATE 105, 201, 305, 325, 335, 410, 422, 441, 475	27
ECN 200	3
FIN 201	3
JMC 245	3
LE 207	3
MGT 100, 320	6
MKT 231, 340	6

*Students must either take the following courses or take a proficiency exam.

The courses WILL NOT count as part of the 128 major hours. AAT 112, 114, 136, 261, 237 & 265

B. Professional Education Core	33
EDF 218 Child to Adolescent Development in Schools AND	3
EDF 270 Clinical Experience I	0

The following courses require the prerequisite Admission to Teacher Education

EDF 319 Applications of Learning Theory	3
CI 345 Critical Reading, Writing & Thinking	3
CISP 421 Children with Exceptionalities	3
ATE 405 Instructional Methods for Technical Training	3
CI 470 Field Experience	0
CI 449 Instructional and Classroom Management: Secondary Education	3
EDF 475 Schools in a Diverse Society	3
CI ____ Student Teaching (full semester) CAPSTONE	12

- C. General Requirements ... 44-45
- D. Electives: Students may choose to use these hours toward a second endorsement
- E. 45 Upper Division Hours
- F. Pre-Profession Skills Test (PPST)
- G. Admission to Teacher Education
- H. Praxis II: National Teacher Exam (NTE) Subject Assessment/Specialty Area Test
- I. Program requires 2,000 hours of verified work experience in the marketing or service occupations. Wage earning experience shall be in business that (1) sells goods at retail, (2) services at retail, including financial and transportation services, and (3) wholesale.

The J. Marshall Plan culminates in a capstone experience. (Student teaching)

III. BME Required Courses

When combining the undergraduate Business and Marketing Education Programs into one certification program many of the existing courses required modification and/or revision. Two of the computer courses have been offered as a special topics for the past ten years and are now being added as regular undergraduate courses. The attached appendix highlights Adult and Technical Education Courses required in this major. *(See Appendix A)*

I. BME Required Courses**Business & Marketing Education
Required Courses**

ACC 215	Principles of Accounting
ACC 216	Principles of Accounting
ATE 105	Introduction to Workplace Training
ATE 201	Curriculum Design for Education & Training
ATE 305	Office Technology
ATE 325	Communications for Business & Industry
ATE 335	Computers Applications in Business & Marketing
ATE 405	Instructional Methods in Technical Training
ATE 410	Developing Selling Curriculum
ATE 422	Project Methods of Instruction
ATE 441	Advanced Computer Training for Instructional Design
ATE 475	Multimedia-Based Instructional Design
ECN 200	Survey of Economics
MGT 100	Introduction to Business
MGT 320	Principles of Management
MKT 340	Principles of Marketing
MKT 231	Principles of Selling
JMC 245	Fundamentals of Advertising
FIN 201	Personal Finance
LE 207	Legal Environment of Business