

# Business And Marketing Education Degree Program (M.S.)

The Master of Science (M.S.) Degree in Business And Marketing Education is offered with or without Wisconsin teaching licensure. There are three emphases available:

**General**—for those individuals who have already earned licensure. The program builds on undergraduate course work and teaching experience.

**Secondary**—for those individuals who possess an undergraduate degree and are seeking licensure to teach at grade levels 6-12 in either business education or marketing education.

**Post-secondary**—for those individuals who plan to teach or are teaching at the post-secondary level and pursuing their Wisconsin Technical College System (WTCS) certificate.

All programs include course work that reflects what is needed by teachers who want to possess the latest in teaching methodology and technical knowledge.

The curriculum is designed to familiarize students with both the content of business course work and methods for effectively teaching such content in K-12 settings. Students will develop skills relevant to evaluating differences in students' learning styles and levels, and adapting teaching methodologies to instruct more effectively given these differences.

## Program Coordinator:

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## Additional Admission Requirements:

**General Emphasis:** Approval of the Business Education and Marketing Education Program Coordinator. An undergraduate major in business education or marketing education and a license to teach business education or marketing education at the middle and secondary levels.

**Secondary Emphasis:** Approval of the Business Education and Marketing Education Program Coordinator and the Professional Education Coordinator-Business and Marketing based upon an interview. [Winther 4043, phone (262) 472-5437.] Applicants who are unable to come to campus for the interview prior to admission may be granted provisional admission pending a successful interview.

Degree Requirements:

Thirty units of graduate course work and one of the following: (1) a thesis and oral defense, (2) a comprehensive examination, or (3) an additional 6 units of courses numbered ITBE XXX. Specific course requirements are given below. At least half of the graduate work in the degree program and at least half of the work in the emphasis must be completed in courses numbered 700 or higher. For the thesis option, 1-3 units of thesis research may be included within the 30 units; however, the number of credits must be determined in advance of registration through consultation with a thesis committee. In addition to meeting these requirements, candidates electing the secondary emphasis must complete and meet all the requirements for licensure to teach business and/or marketing education at the middle and secondary levels.

## **BUSINESS AND MARKETING EDUCATION (M.S.)**

REQUIRED CORE 8 UNITS

1. ITBE 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION
2. ITBE 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION
3. EDFOUND 780 TECHNIQUES OF ASSESSMENT & RESEARCH

EMPHASIS 22-28 UNITS

CHOOSE ONE OF THE FOLLOWING EMPHASES:

A. GENERAL EMPHASIS

1. ITBE 661 ORGANIZATION & ADMINISTRATION OF COOPERATIVE EDUCATION PROGRAMS
2. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
3. ITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION or ITBE 756 IMPROVEMENT OF INSTRUCTION IN MARKETING EDUCATION
4. SELECT 6-12 UNITS FROM DEPARTMENT OF INFORMATION TECHNOLOGY AND BUSINESS EDUCATION
5. SELECT 0-6 UNITS FROM COLLEGE OF ARTS AND COMMUNICATION, COLLEGE OF LETTERS AND SCIENCES, AND/OR DEPARTMENT OF ECONOMICS
6. SELECT 3-9 UNITS FROM COLLEGE OF EDUCATION

B. POST-SECONDARY EMPHASIS

1. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
2. BITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION or  
ITBE 756 IMPROVEMENT IN INSTRUCTION MARKET EDUCATION
3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
4. EDFOUND 681 HUMAN ABILITIES & LEARNING
5. SELECT 10-16 UNITS FROM THE COLLEGE OF BUSINESS AND ECONOMICS OFFERINGS

C. SECONDARY EMPHASIS

1. ITBE 661 ORGANIZATION & ADMINISTRATION COOPERATIVE EDUCATION PROGRAMS
2. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
3. EDFOUND 678 ADOLESCENT DEVELOPMENT or
4. EDFOUND 681 HUMAN ABILITIES AND LEARNING
5. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
6. READING 768 DEVELOPING READ IN SECONDARY SCHOOL
7. SELECT 6-12 UNITS IN CONSULTATION WITH ADVISER
8. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES ELECTING THE SECONDARY EMPHASIS MUST MEET ALL REQUIREMENTS FOR LICENSURE TO TEACH BUSINESS EDUCATION AND MARKETING EDUCATION AT THE MIDDLE AND SECONDARY LEVELS. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISER FOR CURRENT LICENSURE REQUIREMENTS.