

Planning Guide

Revised April 2014

Master of Science - Business or Marketing Education (General)

Required Core:

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments/Transcript
CIBME	762	Curriculum Issues and Design for Business Education and Marketing Education Su (O)	3		Prerequisite CIBME 500
CIGENRL	660	Principles for Career and Technical Education F (O)	2		
CIBME	500	Introduction to Business & Marketing Education F (I)	3		
TOTAL CREDITS			8		

Additional Requirements:

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments/Transcript
CIGENRL	661	Organization, Administration & Coordination of Cooperative Education Programs Sp (I)	3		
EDFOUND	780	Techniques of Assessment & Research OR EDFOUND 740 Techniques of Research (H)	3		
TOTAL CREDITS			6		

Education or Business Graduate-Level Electives -- 22 credits

Select 22 units from College of Business and Economics or College of Education offerings in consultation with advisor (At least 12 credits must be numbered 700 or higher)

Courses:

CIGENRL 676 Current Topics in Instructional Computing (3 credits)
 CIGENRL 689 Employment Strategies (1 credit)
 CIGENRL 770 Supervision of Student Teachers (2-3 credits)
 CIGENRL 791 Post-Secondary Education Internship (1 credit, may be repeated)
 EDFOUND 625 Measurement & Evaluation in the Secondary School (3 credits)
 EDFOUND 678 Adolescent Development (3 credits)
 EDFOUND 681 Human Abilities & Learning (3 credits)
 EDFOUND 686 Curriculum Evaluation & Improvement (3 credits)
 EDFOUND 710 Education in a Pluralistic Society (3 credits)
 EDFOUND 723 Issues, Perspectives, & Directions: A Professional Seminar in Education (3 credits)
 ITSCM 734 Management Information Systems (3 credits)
 ITSCM 775 Business Telecommunications (3 credits)
 READING 772 Reading in the Content Areas (3 credits)

DPI Licensure Requirements- Marketing Education 285:

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments/Transcript
MARKETNG	716	Marketing (O)	2		
MARKETNG	767	Strat Market Entrepreneur (O)	3		
MANAGEMNT	745	Building Effective Orgs (O)	2		
SECNDED	440	Methods of Marketing Ed F (I)	2		
CIFLD	793	Practicum/Field Study/Student Teaching	3		
plus three pre-approved Marketing courses. Recommended: MARKETING* 751, 761, 765, 772, 774, or 775					
TOTAL CREDITS			18		

DPI Licensure Requirements- Marketing Education 285 (Continued):

In addition to the content courses, 4,000 work hours in sales, retailing, or marketing-related occupations, completion of Phase 4 portfolio in conjunction with field

Planning Guide

Master of Science - Business or Marketing Education (General)

Revised April 2014

study, and passing the Praxis 2 content exam in marketing are required. Student teaching may occur during the same time period for those students seeking DPI 250 Licensure.

Total Program:

30-36 Credits with thesis 36 Credits (no thesis)

- * Maximum of previously completed & transfer credits = 12 credits at UWW and 9 transfer credits
- * Maximum workshop, special studies; and individual credits = 9 (limited to 6 credits in special studies' limited to 4 credits in individual studies)
- * Minimum credits at 700 level or above = 50%
- * Seven years to complete degree from term of first course (one extension request of up to two years may be granted by the department)

NOTE: The following codes indicate that the course is offered at least one time during a two-year cycle through some type of distance-learning format. Additional courses fees may be charged. Legend for distance learning availability: (O)=Online course; (H)=Hybrid course (some on-campus class meetings); (I)-Interactive television/Distance learning lab

Planning Guide
Master of Science - Business or Marketing Education (General)

Revised April 2014

Planning Guide
Master of Science - Business or Marketing Education (General)

Revised April 2014