

# Business And Marketing Education Degree Program

## (Master of Science)

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 K-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:

Dr. Lila Waldman  
Hyland 3402  
Phone: (262) 472-5475  
Email: [waldmanl@uww.edu](mailto:waldmanl@uww.edu)

### Department Secretary:

Hyland 3301  
Phone: (262) 472-1322  
Email: [itbe@uww.edu](mailto:itbe@uww.edu)

### 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 3050, 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 500 INTRODUCTION TO BUSINESS AND MARKETING EDUCATION
2. ITBE 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION
3. ITBE 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION

### **EMPHASIS 28 UNITS**

CHOOSE ONE OF THE FOLLOWING EMPHASES:

- A. GENERAL EMPHASIS - BUSINESS OR MARKETING EDUCATION EMPHASIS
  1. ITBE 661 ORGANIZATION & ADMINISTRATION OF COOPERATIVE EDUCATION PROGRAMS
  2. EDFOUND 780 TECHNIQUES OF ASSESSMENT AND RESEARCH or EDFOUND 740 TECHNIQUES OF RESEARCH
  3. SELECT 22 UNITS (12 UNITS MUST BE 700 PLUS) FROM COLLEGE OF BUSINESS AND ECONOMICS OR COLLEGE OF EDUCATION OFFERINGS AND CONSULTATION WITH ADVISOR
  4. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES MAY NEED ADDITIONAL REQUIREMENTS FOR WISCONSIN DEPARTMENT PUBLIC INSTRUCTION LICENSURE TO TEACH BUSINESS OR MARKETING EDUCATION. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISOR FOR CURRENT LICENSURE REQUIREMENTS.
- B. POST-SECONDARY EMPHASIS
  1. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS

2. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
  3. ITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION
- or**
- ITBE 756 IMPROVEMENT IN INSTRUCTION MARKET EDUCATION
4. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
  5. EDFOUND 681 HUMAN ABILITIES & LEARNING
  6. SELECT 13 UNITS (AT LEAST 6 UNITS MUST BE 700 OR ABOVE) FROM THE COLLEGE OF BUSINESS AND ECONOMICS OR THE COLLEGE OF EDUCATION OFFERINGS FROM THE COLLEGE OF BUSINESS AND ECONOMICS OFFERINGS
- C. SECONDARY EMPHASIS
1. EDFOUND 780 TECHNIQUES OF ASSESSMENT AND RESEARCH
- or**
- EDFOUND 740 TECHNIQUES OF RESEARCH
2. ITBE 661 ORGANIZATION & ADMINISTRATION COOPERATIVE EDUCATION PROGRAMS
  3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
  4. EDFOUND 678 ADOLESCENT DEVELOPMENT
- or**
- EDFOUND 681 HUMAN ABILITIES AND LEARNING
5. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
  6. READING 772 READING THE CONTENT AREAS
  7. SELECT 10 UNITS (AT LEAST 6 UNITS MUST BE 700 OR ABOVE) IN CONSULTATION WITH ADVISER
  8. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES ELECTING THE SECONDARY EMPHASIS MUST MEET ALL REQUIREMENTS FOR WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION LICENSURE TO TEACH BUSINESS EDUCATION AND/OR MARKETING EDUCATION. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISER FOR CURRENT LICENSURE REQUIREMENTS.