



UNIVERSITY OF WISCONSIN WHITEWATER

ACADEMIC ASSESSMENT

MARKETING EDUCATION

MISSION STATEMENT

The mission of the Business and Marketing Education (BME) program is to provide quality undergraduate and graduate education while meeting the Department of Public Instruction's requirements for K-12 licensure. This mission complements both the College of Business & Economics' and the College of Education's missions.

Consistently, Wisconsin school districts recognize the Business and Marketing Education program at UW-Whitewater for its outstanding business and marketing education curriculum and for graduates who are highly equipped to meet the challenges of teaching. Even in the current economic climate, employment for our graduates in teaching positions continues to be good unless the graduates are geographically restricted. There are still geographic areas in Wisconsin where demand for business educators exceeds supply. In an era of financial stress for K-12 institutions, business and marketing education is still a highly desirable elective for students at the middle school and secondary levels.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

- Marketing Education program graduates will know the subjects they are teaching.
 - Marketing Education program graduate will demonstrate knowledge in the following subject areas: Marketing Education Programs, General Business Principles, Channel Management, Pricing, Product/Service Management, Promotion, and Personal Selling.
- Marketing Education program graduates will know how students with broad ranges of ability grow.
- Marketing Education program graduates will understand that students learn differently.
- Marketing Education program graduates will know how to teach.
- Marketing Education program graduates will know how to manage a classroom.
- Marketing Education program graduates will communicate well.

- Marketing Education program graduates will be able to plan different kinds of lessons.
- Marketing Education program graduates will know how to test for student progress.
- Marketing Education program graduates will be able to evaluate themselves.
- Marketing Education program graduates will be connected with other teachers and the community.

In addition, students who major in Marketing Education will also meet the following education standards from the Interstate New Teacher Assessment and Support Consortium (INTASC):

- **[Standard 1: Content Pedagogy]** He or she must understand the central concept and structure of discipline and it must be created in such a way that students can learn from it effectively.
- **[Standard 2: Student Development]** The teacher must be able to understand the student's ability to grasp things and must come up with the methods that can offer better personality development of the students.
- **[Standard 3: Diverse Learners]** The teacher must know that the students have different capabilities of learning and based on that must train them.
- **[Standard 4: Multiple Instructional Strategies]** The teacher must be able to understand and use a variety of instructional strategies so that they are able to solve problems, think critically and show better performance.
- **[Standard 5: Management and Motivation]** The teacher must be able to understand individuals and create a learning environment to encourage positive social interactions, self-motivation and active learning engagement.
- **[Standard 6: Technology and Communication]** The teacher should use verbal, non-verbal and media communication to impart knowledge in the students for their better understanding of the subject matter.
- **[Standard 7: Planning]** It is highly recommended that the teacher must be able to plan various things for students such as curriculum, community and students, and knowledge of subject matter.
- **[Standard 8: Assessment]** The teacher assesses the students formally or informally to evaluate the social, intellectual and physical development of the students.
- **[Standard 9: Reflective Practice: Professional Development]** The teacher is considered a reflective practitioner who can evaluate the effects of the choices and actions on others and prepares students to face the world professionally as well.
- **[Standard 10: School and community Involvement]** The last standard of [INTASC standards](#) is to develop the relationship amongst students, colleagues, society, parents and various other agencies to support learning and well-being.