

## Planning Guide Marketing Education (285)

Revised November 2011

### Freshman - Semester 1

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
ENGLISH	101	ENGLISH	3		
MATH	141	BASIC ALGEBRA	3		
GENED	110	WORLD OF THE ARTS (GA)	3		
GENED	130	INDIVIDUAL & SOCIETY (GS)	3		
ITBE	141	CONCEPTS OF BUSINESS	3		
<b>TOTAL CREDITS</b>			<b>15</b>		

### Freshman - Semester 2

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
ENGLISH	102	ENGLISH	3		
SPEECH	110	SPEECH	3		
COMPSCI	162	INTRODUCTION TO COMPUTERS (GM)	3		TEST OUT OPTION AVAILABLE -- IF TEST OUT A 3 CREDIT GEN ED COURSE WILL NEED TO BE TAKEN (WATCH THAT ELECTIVES DO NOT COME FROM SAME SUBJECT AREA)
GENED	140 or 120	GLOBAL PERSPECTIVES (GS) or HISTORICAL PERSPECTIVES (GH)	3		
PEGNRL	192	HEALTH & FITNESS (GP)	1		
3 CREDIT GENERAL ED ELECTIVE			3		SUGGEST MATH 230 - INTRODUCTORY STATS
<b>TOTAL CREDITS</b>			<b>16</b>		

### Sophomore - Semester 1

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
EDFOUND	243*	ED IN PLURALISTIC SOC (GI)	3		
EDFNDR	210*	INTRO TO EDUCATION & TEACH	3		FORMERLY OBSERVATION & PARTICIPATION
EDFOUND	212*	ED. PSYCHOLOGY	3		
SPECED	205	PSYCH OF THE EXCP CHILD	3		
ECON	201*	MICRO ECONOMICS (GS)	3		CLEP EXAM OPTION
<b>TOTAL CREDITS</b>			<b>15</b>		

### Sophomore - Semester 2

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
3-5 CREDIT PHYSICAL SCIENCE (GL/GM)			3		EITHER PHYSICAL SCIENCE OR BIOLOGY MUST BE A LAB
3-5 CREDITS OF BIOLOGY (GL/GM)			3		EITHER PHYSICAL SCIENCE OR BIOLOGY MUST BE A LAB
ACCOUNT	244	INTRO TO FIN. ACCOUNTING	3		CLEP EXAM OPTION
ITBE	280*	INTRO TO INFO SYS	3		
ECON	202*	MACRO ECONOMICS	3		CLEP EXAM OPTION
<b>TOTAL CREDITS</b>			<b>15</b>		

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### Junior - Semester 1

Department	Course Number		Credit Hours	Completed?	Notes/Comments
ITBE	460	PRINC OF CTE	2		FALL ONLY
ITBE	300	INTRO TO BUS & MAR ED	3		FALL ONLY
ITBE	353	BUS COMM	3		
GENED	390*	WORLD OF IDEAS (GH)	3		
MARKETNG	311	PRINCIPLES OF MARKETING	3		CLEP EXAM OPTION
MANGEMNT	310	ORGANIZATION & MGMNT	3		
<b>TOTAL CREDITS</b>			<b>17</b>		

### Junior - Semester 2

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
MANGEMNT or MARKETNG	386 or 460*	ENTREPRENEURSHIP or ENTREPRENEURIAL MARKETING	3		
ITBE	461*	ORG, ADMIN, & CORD OF CO-OP PROG	3		SPRING ONLY
EDFOUND	425**	MEASUREMENT & EVAL	3		
6 CREDITS FROM MARKETNG 337, 350, 351, 361, 412, 420, 429, 445, OR ITBE 470			6		
<b>TOTAL CREDITS</b>			<b>15</b>		

### Senior - Semester 1

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
SECNDED	440***	MARKETING METHODS	2		FALL ONLY
CIFLD	492**	FIELD STUDY - MIDDLE SCHOOL	3		FALL ONLY
CIFLD	402**	DIR TEACHING - MIDDLE SCHOOL	2		FALL ONLY
SECNDED	466**	LITERACY STRATEGIES	3		
3 CREDITS FROM MARKETNG 337, 350, 351, 361, 412, 420, 429, 445, OR ITBE 470			3		
0-3 CREDITS BUSINESS ELECTIVE TO BRING TOTAL CREDITS TO AT LEAST 120			2		NECESSARY ONLY IF 5 CREDIT SCIENCE LAB IS NOT TAKEN RECOMMENDATION: ITBE 344
<b>TOTAL CREDITS</b>			<b>15</b>		

### Senior - Semester 2

Department	Course Number	Course Description	Credit Hours	Completed?	Notes/Comments
CIFLD	414	DIRECTED TEACHING - SEC ED	12		
<b>TOTAL CREDITS</b>			<b>12</b>		

**TOTAL CREDITS FOR GRADUATION                    120**

Note: The 285 Marketing Education license requires documentation of 4,000 marketing-related work hours.

\*Course has at least one prerequisite

\*\*Requires admission to Professional Education

\*\*\*Prerequisite and Admission to Professional Education