



UNIVERSITY OF WISCONSIN

WHITEWATER

Sample 4 Year Plan (Fall 2015 Requirements)

BUSINESS EDUCATION MAJOR

MARKETING EDUCATION EMPHASIS

BACHELOR OF SCIENCE IN EDUCATION (COLLEGE OF EDUCATION AND PROFESSIONAL STUDIES)

The 4 Year Plan **illustrates the type of curriculum a new freshman** would take to complete a degree in 4 years; it is not an official document. Refer to Academic Advising Report for full requirements. Sample Academic Advising Reports are available on-line at www.uww.edu/registrar/sample-aars-and-ars/sample-aars-undergraduate.

1st Semester	Units	2nd Semester	Units
ENGLISH 101-Freshman English	3	ENGLISH 102-Freshman English	3
MATH 141-Intermediate Algebra	4	COMM 110-Introduction to Human Communication	3
GENED core (GENED 110, 130, 120/140)	3	Biology or Physical Science with a lab (GL)	4-5
GENED core (GENED 110, 130, 120/140)	3	GENED core (GENED 110, 130, 120/140)	3
COMPSCI 162-Computers Applications	3	General Education Elective (MATH 230 is recommended)	3
General Education Elective (INTRAUNV 104 is recommended)	1		
Semester Total	17	Semester Total	16-17
3rd Semester	Units	4th Semester	Units
EDFNDRPC 210-Introduction to Education and Teaching	3	BEINDP 290-Business Writing	2
EDFOUND 212-Educational Psychology	3	ACCOUNT 244-Introduction to Financial Accounting	3
EDFOUND 243-Foundations of Ed in a Pluralistic Society	3	ITSCM 280-Introduction to Information Systems	3
SPECED 205-Introduction to Special Education	3	ECON 202-Principles of Macroeconomics	3
ECON 201-Principles of Microeconomics	3	PEGENRL 192-Personal Health and Fitness for Life	1
		Biology or Physical Science with or without a lab (GM)	3
Semester Total	15	Semester Total	15
5th Semester	Units	6th Semester	Units
CIGENRL 460-Principles of Career and Technical Education*	2	MANGEMENT 386-Entrepreneurship: Business Feasibility or 485-Consulting for Entrepreneurial Companies or MARKETNG 360-Entrepreneurial Marketing	3
CIBME 300-Intro to Business and Marketing Education*	3	CIGENRL 461-Organization, Administration, and Coordination of Cooperative Education Programs*	3
RECREATN 388-Special Events Management	3	EDFOUND 425-Measurement and Evaluation in the Secondary School	3
MARKETNG 311-Principles of Marketing	3	MARKETNG 351-Introduction to Digital Marketing or 352-Social Media and Interactive Marketing	3
MANGEMNT 310-Organization and Management	3	MARKETNG 337-Retail Management or CIBME 470-Directed Occupational Practice	3
Business Elective Course (CIBME 401 is recommended)	3		
Semester Total	17	Semester Total	15
7th Semester	Units	8th Semester	Units
SECNDED 440-Methods of Teaching Marketing Education*	2	CIFLD 414-Directed Teaching - Secondary	12
SECNDED 466-Literacy Strategies for Content-Area Teachers	3	Semester Total	12
CIFLD 402-Directed Teaching - Alternative Placement Middle School	2		
CIFLD 492-Field Study	3		
MARKETNG 361-International Marketing	3		
GENED 390-World of Ideas	3		
Semester Total	16		

*Courses may be offered once a year or on a limited basis.

Department Website: www.uww.edu/coeps/departments/ci

Transfer students may have different general education requirements than those listed. Refer to your Advising Report for requirements specific to you.

General Advising Notes

Students must begin their Math and English sequences with the appropriate course. The English course a student starts with will be determined by their ACT English or SAT Verbal score. The Math course a student starts with will be determined by their UW System math placement test score.

All students must complete a minimum of 120 units in order to graduate. Requirements include:

- 1) University Requirements - four General Education Core courses and approved quantitative and technical reasoning, physical health and well-being, and general education elective courses.
- 2) All requirements for a major
- 3) All requirements for teacher licensure (if student is pursuing licensure), and
- 4) All requirements for a minor (if required for the student's degree).

College of Education and Professional Studies Program Notes

The **Business Education Bachelor of Science in Education** with Marketing Education Emphasis leads to licensure to teach courses in all areas of the marketing curriculum at the Wisconsin Department of Public Instruction *Early Childhood through Adolescence* developmental level (all ages in a public school).

This program does not require a minor. However, students may pursue any minor offered at UW-Whitewater if they wish and this may lengthen their time to graduation. Students who pursue a licensable minor should consult with the appropriate Licensure Program Coordinator to ensure that they meet any and all requirements for licensure in their minor subject area. If the student completes a licensable minor, they will be endorsed for licensure in their minor content area as well. Typically, a licensable minor will match the developmental level(s) of the major area.

Admission to Professional Education

The second point of admission for students seeking teacher licensure is called "Admission to Professional Education", which is required for students to take upper division education coursework in their educator preparation program. It is important to be aware of the requirements for Admission to Professional Education. Eligibility requirements and details about this process can be found at www.uww.edu/coeps/advising-admissions/admissions/prof-ed-admin. **The most critical items early on are the combined GPA and testing requirements.**

Students typically apply for Admission to Professional Education while taking or after completing the Foundations Block (and must have at least 40 completed credits in order to apply).

Students will be required to pass additional assessments prior to student teaching and licensure.