

University of Wisconsin-Whitewater
Curriculum Proposal Form #2
Change in Degree, Major, or Submajor

Effective Term: 2147 (Fall 2014)

Type of Action: Change in Major

Degree: MS

Program Title: Business & Marketing Education

GPA Requirement for the Major/Submajor: 2.75

Sponsor(s): Lila Waldman

Department(s): Curriculum & Instruction

College(s): Education

Consultation took place: NA Yes (list departments and attach consultation sheet)

Departments:

Proposal Information:

[\(Procedures for Form #2\)](#)

Total number of credit units in program:

Before change 36

After change 36

1. Exact description of request:

Upon advice from the Business & Marketing Education advisory committee, the Postsecondary emphasis would appeal to a broad range of majors, not just students in business or marketing. Requirements in the Postsecondary emphasis include courses that

meet the certification requirements for teaching in the Wisconsin Technical College System.

A few spelling corrections have also been made. EDFOUND 780's old course title has been changed. Note that changes have been highlighted.

From (as listed in catalog and on AR)

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. Michelle Gibson-Herman

WH 4045

Phone: (262) 472-1484

Email: gibsonhm@uww.edu

Department:

Winther 3032

Phone: (262) 472-1135

Email: cioffice@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 and interview with the Business Education and Marketing Education Program Coordinator. 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 plus up to 6 credits approved courses or (2) an additional 6 units of approved courses. 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. CIBME 500 INTRODUCTION TO BUSINESS AND MARKETING EDUCATION
2. CIGNRL 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION
3. CIBME 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. CIGNRL 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 AND PROFESSIONAL STUDIES OFFERINGS AND CONSULTATION WITH ADVISOR
4. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES MAY NEED ADDITIONAL REQUIREMENTS FOR WISCONSIN DEPARTMENT OF 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. CIGNRL 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
3. CIGNRL 750 METHODS OF TEACHING ADULT LEARNERS
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 AND PROFESSIONAL STUDIES 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. CIGNRL 661 ORGANIZATION & ADMINISTRATION COOPERATIVE EDUCATION PROGRAMS
3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
4. 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 ADVISOR
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 ADVISOR FOR CURRENT LICENSURE REQUIREMENTS.

To (to be listed in catalog and on AR)

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(Master of Science)

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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.

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Secondary Emphasis: Approval of and an interview with the Business Education and Marketing Education Program Coordinator. 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 plus up to 6 credits approved courses or (2) an additional 6 units of approved courses. 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 2 UNITS

1. CIGNRL 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION

EMPHASIS 34 UNITS

CHOOSE ONE OF THE FOLLOWING EMPHASES:

A. GENERAL EMPHASIS - BUSINESS OR MARKETING EDUCATION

1. CIBME 500 INTRODUCTION TO BUSINESS AND MARKETING EDUCATION
2. CIBME 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION
3. CIGNRL 661 ORGANIZATION & ADMINISTRATION OF COOPERATIVE EDUCATION PROGRAMS
4. EDFOUND 780 READING, ANALYZING, AND EVALUATING EDUCATIONAL RESEARCH or EDFOUND 740 TECHNIQUES OF RESEARCH
5. SELECT 22 UNITS (12 UNITS MUST BE 700 PLUS) FROM COLLEGE OF BUSINESS AND ECONOMICS OR COLLEGE OF EDUCATION AND PROFESSIONAL STUDIES OFFERINGS IN CONSULTATION WITH ADVISOR
6. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES MAY NEED ADDITIONAL REQUIREMENTS FOR WISCONSIN DEPARTMENT OF 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. CIBME 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION or CIGNRL 725 CURRICULUM DEVELOPMENT AND INTEGRATION
2. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
3. CIGNRL 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
4. CIGNRL 750 METHODS OF TEACHING ADULT LEARNERS
5. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
6. EDFOUND 681 HUMAN ABILITIES & LEARNING
7. SELECT 16 UNITS (AT LEAST 6 UNITS MUST BE 700 OR ABOVE) FROM THE COLLEGE OF EDUCATION AND PROFESSIONAL STUDIES OFFERINGS OR FROM STUDENT'S FIELD OF STUDY IN CONSULTATION WITH ADVISOR

C. SECONDARY EMPHASIS

1. CIBME 500 INTRODUCTION TO BUSINESS AND MARKETING EDUCATION
2. CIBME 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION
3. EDFOUND 780 READING, ANALYZING, AND EVALUATING EDUCATIONAL RESEARCH
or
EDFOUND 740 TECHNIQUES OF RESEARCH
4. CIGNRL 661 ORGANIZATION & ADMINISTRATION COOPERATIVE EDUCATION PROGRAMS
5. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
6. EDFOUND 681 HUMAN ABILITIES AND LEARNING
7. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
8. READING 772 READING THE CONTENT AREAS
9. SELECT 10 UNITS (AT LEAST 6 UNITS MUST BE 700 OR ABOVE) IN CONSULTATION WITH ADVISOR
10. 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 ADVISOR FOR CURRENT LICENSURE REQUIREMENTS.

2. Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:

The mission of the Curriculum and Instruction Department in the UW-Whitewater College of Education & Professional Studies (COEPS) is to provide students with the opportunity to prepare for careers as teachers. Teachers are needed at the post-secondary level as more retirements occur in the Wisconsin Technical College System.

3. Rationale:

To allow students of any undergraduate major to pursue an MS degree that includes certification courses required for teaching in the Wisconsin Technical College System.

4. Cost Implications:

As the two specialized classes in this emphasis are traditionally small, additional sections will not be needed. Other required courses in the program are offered for other majors, and not additional new sections will be needed.