



# Business and Marketing Education/Teaching B.S. Degree

Are you interested in making a difference in the lives of those around you? Do you enjoy motivating others to succeed? Are you challenged to dedicate your life in service to those who may need a guiding hand? Do you believe that opportunities exist for worthwhile careers in business if young people have the skills to compete for the jobs? If you respond positively to these questions, you might have discovered that your niche can be found in teaching business and marketing courses!

## Considering Career Opportunities

A Bachelor of Science Degree in Business and Marketing Education provides you with certification to teach comprehensive business courses in grades 5 through 12. The job outlook for teaching careers in middle and secondary schools is very good. Currently, many teachers are reaching retirement age, and school systems are actively seeking qualified business education teachers. Many students also pursue graduate study or field experience that may qualify them to teach in federally supported vocational business education programs and community college programs.

## Getting Started for Success

In addition to general education requirements and business core requirements, business and marketing education majors take a variety of skills, marketing, and related business courses. This background helps ensure your success as a teacher and helps prepare you to enhance your career through the Master's degree. All courses are taught by experienced, knowledgeable faculty in a small classroom environment. Learning is viewed as a hands on process as skills are developed through practical business applications.

## Staying the Course

Students are encouraged to interact with faculty both in and out of the classroom. Faculty serve as advisors to students in the Business and Marketing Education program, and graduates of these programs have rated these services as very helpful. You may also choose to participate in Phi Beta Lambda, an active business student organization, and Pi Omega Pi, an honorary business education group. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

## For More Information

Department of Management, Marketing and International Business  
011 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>  
<http://www.idaawang.net/>

Students interested in a business & marketing education/teaching major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
**ACCREDITED**



**Suggested Curriculum Guide for Business and Marketing Education/Teaching**

**Freshman (1st Semester) 16 hrs**

- BTO 100\*** Student Success Seminar
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- E-1A\*** ENG 101
- Wellness** (BIO 310, HEA 285, NFA 201, or PHE 180)
- CIS 212** Intro to CIS or **INF 104** Computer Literacy w/ Software Applications
- E-3A** Arts

**Freshman (2nd Semester) 15.5 hrs**

- E-1B\*** ENG 102
- E-1C** CMS 100 or 210
- GBU 101\*** Introduction to Business
- E-5B ECO 230** Principles of Economics I
- EDF 203** Introduction to Education
- CED 100** Clinical I (.5 hr)

**Sophomore (1st Semester) 17.5 hrs**

- ACC 201** Introduction to Financial Accounting
- ECO 231** Principles of Economics II
- QMB 200** Business Statistics
- CCT 270** Entrepreneurship
- E-3B** Humanities
- EDF 219** Human Development & Learning (2 hrs)
- CED 200** Clinical II (.5 hr)
- \***Visit** <http://tes.eku.edu/admissions> for teacher admissions requirements

**Sophomore (2nd Semester) 15.5 hrs**

- ACC 202** Introduction to Managerial Accounting
- GBU 204** Legal and Ethical Environments of Business
- E-4** Natural Sciences
- E-5A** Historical Perspective
- EMS 300W** Curriculum & Inst. Design
- CED 300** Clinical III (.5 hr)

**Junior (1st Semester) 18.5 hrs**

- CCT 300W** Managerial Reports
- CIS 300** Management Information Systems
- MGT 300** Principles of Management
- MKT 300** Principles of Marketing
- BTS 300** Professional Skills Seminar (0 credit)\*
- CED 400** Clinical IV (.5 hr)
- EMS 490** Classroom & Behavioral MGT
- EDF 413** Assessment in Education

**Junior (2nd Semester) 18 hrs**

- MKT 310, 400, or 435**
- FIN 300** Business Finance I
- CCT 304S** Applied Entrepreneurship and Service Learning
- MGT 340** Management Science
- E-6** Diversity – **SED 104** Special Education Introduction
- E-4** Natural Science

**Senior (1st Semester) 15 hrs**

- SED 402** Differentiated Instruction (2 hrs)
- ESE 573** Teaching Business in Middle & Sec. Schools
- CCT 570** Web Design for Offices
- E-6** Diversity
- ESE 573** Tch Bus in Mid/Sec Schools
- CEM 450** Clinical V (1 hr)

**Senior (2nd Semester) 12 hrs**

- CEM 499** Clinical VI: The Professional Semester (9 hrs)
- BTS 400** College to Careers Seminar (0 credit)\*
- EMS 474** Teaching Content Reading

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Wellness.....	3 hrs
Total Hours University Graduation Requirements .....	40 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Business Core: CCT 300W, CIS 300, FIN 300, MGT 300, GBU 204, QMB 200. .... 18 hrs

**Major Requirements** .....

ACC 201, 202; CCT 270, 304S, 570; GBU 101; MGT 340; MKT 300; and three hours from MKT 310, 400, or 435. .... 27 hrs

**Teacher Education Requirements** .....

203, 204(2), 219, 413, EMS 300W, 474, 490, ESE 573, SED 104 (6Element 6), 402(2), and 12 credit hours of Clinical Experiences: CED 100(0.5), 200(0.5), 300(0.5), 400(0.5), 450(1), 499(9). .... 37 hrs

**Supporting Course Requirements** .....

MAT 112/211 (counted in GE Element 2); CIS 212 or INF 104; ECO 230 (counted in GE Element 5B); ECO 231

**Total Curriculum Requirements**..... **128 hrs**