BACHELOR OF SCIENCE—Occupational and Technical Studies
Marketing Education Emphasis
OLD DOMINION UNIVERSITY
2010-2011 Catalog with VCCS equivalencies in (parentheses)
(* indicates not automatically waived with transferrable associates degree, C or better required for transfer)

Entrance Writing Sample Placement Test:_________________

LOWER DIVISION GENERAL EDUCATION
A. Skills
Written Communication
ENGL 110C ______3 (ENG 111)*
ENGL 211C, 221C, or 231C ______3 (See transfer guide)

Oral Communication
COMM 101R, 103R, or 112R ______3 (See transfer guide)

Mathematics
MATH 101M, 102M, 162M or STAT 130M ______3 (See transfer guide)

Language and Culture ______0-6 (See transfer guide)

Information Literacy and Research ______3 (ETR 160)*
(STEM 251 required)

B. Ways of Knowing
Human Creativity ______3 (See transfer guide)
ARTH 121A, ARTS 122A, MUSC 264A, DANC 185A, THEA 241A,
COMM/THEA 270A

Interpreting the Past ______3 (See transfer guide)
HIST 100H, 101H, 102H, 103H, 104H, or 105H

Literature ______3 (See transfer guide)
ENGL 112L, 114L, or FLET 100L

Philosophy & Ethics ______3 (See transfer guide)
PHIL 110P, 120P, 140P, 230E, 250E, 303E, 344E, 345E, 441E, or 442E

The Nature of Science
BIO 108N-109N, CHEM 105N/106N-107N/108N, PHYS 101N-102N,
103N-104N, OEAS 106N-107N, OEAS 110N-111N-112N
______________4 ______________4 (See transfer guide)

Human Behavior ______3 (ECO 120)*
ECON 200S required

Impact of Technology
(satisfied by STEM 370T in the major)

Requirements for graduation include a minimum cumulative grade point average of 2.50 overall and in the major, 120 credit hours, passage of the Exit Examination of Writing Proficiency, and completion of Senior Assessment.

TECHNICAL CONTENT COURSES
SEPS 100 Sales Techniques ______3 (MKT 110, 210, 215)*
SEPS 102 Advertising & Promotion ______3 (MKT 220, 228)*
ACCT 201 Accounting ______3 (ACC 211)*
SEPS 208 Buying ______3 (MKT 227, 238)*
SEPS 220 Fashion Industry ______3 (MKT 120)*
SEPS 302 Workforce Supervision ______3
MKTG 311 Principles and Problems ______3
MGMT 325 Contemp Org & Management ______3
STEM 370T Technology and Society ______3
MKTG 402 Consumer Behavior ______3
SEPS 415 Advanced Merchandising ______3 (MKT 225)*
STEM 351 Communication Technology ______3
SEPS 480 Senior Project: Merch Retailing ______3

Marketing Education Teaching Courses
TLED 408 Reading & Writing in Content ______3
SPED 313 Fund. of Human Development ______3 (PSY 231 and
STEM 251 together)*

SEPS 297 Observation & Participation ______3
SEPS 400 Instr. Systems Dev ______3
SEPS 401 Found of Career & Tech Ed ______3
SEPS 408 Adv Classrm Issues & Practices ______3
SEPS 485 Student Teaching ______12
SEPS 402 Instructional Methods in OTS ______3
SEPS 405 Directed Work Experience ______3
SEPS 450 Assessment, Eval, & Improve ______3

UPPER DIVISION GENERAL EDUCATION
Option A. Approved Disciplinary Minor (a minimum of 12
hours determined by the department), or second degree or
second major
Option B. Interdisciplinary Minor (specifically 12 hours, 3
of which may be in the major)
Option C. International Business and Regional Courses or
an approved Certification Program such as teaching
licensure
Option D. Two Upper-Division Courses from outside the
College of Education and not required by the major (6
hours)

The Virginia Communication and Literacy Assessment
(VCLA) Test is required for those who complete the
program after Dec 31, 2006. This must be completed prior
to student teaching.

Students must have at least a 2.75 grade point average to
major in and graduate from this program. They must pass
the PRAXIS 1 exam prior to taking OTED 408. They must
pass the VCLA, OTED 408, and the PRAXIS 2
(Marketing Education) prior to student teaching.

No more than 24 hours from the College of Business
and Public Administration may be counted within this 123-hour
program.