BACHELOR OF SCIENCE—Occupational and Technical Studies  
Marketing Education Emphasis  
OLD DOMINION UNIVERSITY  
2010-2011 Catalog

Entrance Writing Sample Placement Test:_________________

LOWER DIVISION GENERAL EDUCATION
A. Skills
Written Communication
ENGL 110C _______3______
ENGL 211C, 221C, or 231C _______3______
Oral Communication
COMM 101R, 103R, or 112R _______3______
Mathematics
MATH 101M, 102M, 162M or STAT 130M _______3______
Language and Culture _______0-6__________
Information Literacy and Research _______3______
(STEM 251 required)

B. Ways of Knowing
Human Creativity _______3______
ARTH 121A, ARTS 122A, MUSC 264A, DANC 185A, THEA 241A, COMM/THEA 270A _______3______
Interpreting the Past _______3______
HIST 100H, 101H, 102H, 103H, 104H, or 105H _______3______
Literature _______3______
ENGL 112L, 114L, or FLET 100L _______3______
Philosophy & Ethics _______3______
PHIL 110P, 120P, 140P, 230E, 250E, 303E, 344E, 345E, 441E, or 442E _______3______
The Nature of Science
Human Behavior _______3______
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______
SEPS 102 Advertising & Promotion _______3______
ACCT 201 Accounting _______3______
SEPS 208 Buying _______3______
SEPS 220 Fashion Industry _______3______
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______
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______
SEPS 297 Observation & Participation _______3______
SEPS 400 Instr. Systems Dev _______3______
SEPS 401 Fund of Career & Tech Ed _______3______
SEPS 408 Adv Clsrm 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.