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

NAME: _____
UIN:_____
PHONE:_____

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

Interpreting the Past _____3_____
HIST 100H, 101H, 102H, 103H, 104H, or 105H

Literature _____3_____
ENGL 112L, 114L, or FLET 100L

Philosophy & Ethics _____3_____
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

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 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 (specifically12 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.