

TLC – CTTE Program revision in Marketing Education degree program.
Add one course and remove one course. No change in total hours. Effective 2010.

Proposal summary

Title: Program Revisions in teacher education programs in Career-Technical Teacher Education.

Subject Specification: Revisions in Marketing Education degree program

Background Information: Revisions will result in program updating and meeting licensure standards of Ohio Department of Education.

Alternatives and Consequences: program/course content duplication

Specific Recommendations and Justifications:

Remove CTTE 44618 from professional education coursework

Add CTTE 46017 to professional education coursework

Timetable and Action Required:

TLC curriculum – November, 2009

EHHS curriculum – December, 2009

EPC curriculum – Spring, 2010

Revisions effective fall, 2010.

No changes to professional education credit hour or total program requirement hours.

KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date 2-Nov-09 Curriculum Bulletin _____

Effective Date Fall 2010 Approved by EPC _____

Department teaching, learning and curriculum
College EH - Education, Health and Human Services
Degree BSE - Bachelor of Science in Education
Program Name **ctte** Program Code
Concentration(s) Concentration(s) Code(s)
Proposal Revise Program

Description of proposal:
coursework changes to marketing education degree program

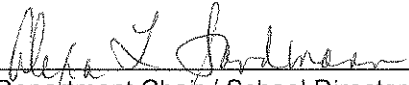
Does proposed revision change program's total credit hours? Yes No

Current total credit hours: Proposed total credit hours

Describe impact on other programs, policies or procedures (e.g., encroachment and duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):
none

Units consulted (other departments, programs or campuses affected by this proposal):

REQUIRED ENDORSEMENTS

 _____ Department Chair / School Director / Campus Dean	<u>11 123109</u>
_____ College Dean	<u> / / </u>
_____ Executive Dean of Regional Campuses / Dean of Graduate Studies	<u> / / </u>
_____ Senior Vice President for Academic Affairs and Provost	<u> / / </u>

Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester One: [13-15 Credit Hours]				
ENG 11011 College Writing I	3			Fulfills LER Composition
PSYC 11762 General Psychology	3			Fulfills LER Social Sciences
US 10097 Destination Kent State: FYE	1			Not required for transfer students with 25 credits
LER Fine Arts	3			Visit www.kent.edu/catalog and search "LER" for course list
LER Mathematics and Critical Reasoning	3-5			Enrollment based on placement tests
Semester Two: [15-16 Credit Hours]				
EDPF 29535 Education in a Democratic Society	3		C	
BUS 10123 Exploring Business	3		C	
COMM 15000 Introduction to Human Communication	3			Fulfills LER Additional
HIST 11050 History of Civilization I	3			Fulfills LER Humanities and global diversity requirement
LER Basic Sciences	2-3			Visit www.kent.edu/catalog and search "LER" for course list
LER Basic Sciences Laboratory	1			
Semester Three: [15 Credit Hours]				
Requirement: minimum 2.75 cumulative GPA by end of term				
ECON 22060 Principles of Microeconomics	3			Fulfills LER Social Sciences
EDPF 29525 Educational Psychology	3		C	
ENG 21011 College Writing II	3			Fulfills LER Composition
HIST 11051 History of Civilization II	3			Fulfills LER Humanities
LER Basic Sciences	3			Visit www.kent.edu/catalog and search "LER" for course lists
Semester Four: [15 Credit Hours]				
Requirement: apply and be accepted for Advanced Study; minimum 2.75 cumulative GPA				
MKTG 25010 Marketing	3		C	
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
ITEC 19525 Educational Technology	3		C	
SPED 23000 Introduction to Exceptionalities	3		C	Fulfills domestic diversity course requirement
MKTG elective (lower or upper division)	3		C	
Semester Five: [18 Credit Hours]				
CTTE 46001 Organization of Career and Technical Education	3	■	C	Fulfills writing-intensive course requirement
CTTE 46015 Methods of Career and Technical Education	3	■	C	
CTTE 46019 Coordination in Career Technical Cooperation Education Programs	3	■	C	
MKTG 35035 Consumer Behavior	3	■	C	
MKTG 45082 Retail and Web-Based Merchandising	3	■	C	
MIS 24053 Introduction to Computer Applications	3		C	

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester Six: [15 Credit Hours]				
Requirement: apply for student teaching				
CTTE 45372 Issues in Career Technical Education Subjects	3	■	C	
CTTE 45377 Career and Technical Education: Advanced Methodologies	3	■	C	
MKTG 35050 Marketing Research	3	■	C	
MKTG 45045 Advertising and Promotion Management	3	■	C	
MKTG elective (lower or upper division)	3		C	
Semester Seven: [18 Credit Hours]				
CTTE 44618 Elements of Experienced-Based Education	3	■	C	REMOVE REPLACE WITH CTTE 46017
CTTE 46020 Curriculum Guide Design and Application	3	■	C	
CI 47330 Reading and Writing in Adolescence	3	■	C	
HED 42575 Health and Learning	3	■	C	
MKTG 45060 International Marketing	3	■	C	
MKTG elective (lower or upper division)	3		C	
Semester Eight: [12 Credit Hours]				
CTTE 46031 Student Teaching in Career Technical Education	9	■	S	
CTTE 49525 Inquiry into Professional Practice	3	■	C	

Graduation Requirements Summary

Total Hours	Upper-Division Hours	Liberal Education Requirements Hours	Diversity Course Global / Domestic	Writing-Intensive	Minimum	
					Major GPA	Overall GPA
121	39	36	HIST 11050 / SPED 23000	CTTE 46001	2.0	2.75

Notes on Licensure:

1. Successfully complete Praxis II "Principles of Learning and Teaching grades 7-12" (passing score 165) and Praxis II specialty test "Marketing Education" (passing score 124).
2. Apply for teaching license (pick up licensure packet in 304 White Hall).

Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.