

BUSINESS AND MARKETING EDUCATION

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Undergraduate Degrees

Bachelor of Arts in Education (BAE)

- Business and Marketing Education/Secondary Major or Add-on Endorsement (<http://catalog.ewu.edu/business-public-administration/business-education/business-marketing-education-secondary-major-endorsement>)

Undergraduate Minor

- Corporate Training (<http://catalog.ewu.edu/business-public-administration/business-education/business-marketing-education-corporate-minor>)

Undergraduate Certificate

- Career and Technical Education (<http://catalog.ewu.edu/careerandtechnicaleducation>)

Undergraduate Programs

The Business and Marketing Education (BME) student will become fully Career and Technical Education (CTE) certified to teach any business or marketing course in the state of Washington grades 5–12.

Business and marketing courses offered in high school, junior high, middle school, and skills centers prepare students to think, communicate, and problem solve through real-world applications. Business and marketing teachers educate students to become thoughtful consumers, achieve success in the workplace, and value life-long learning.

A Bachelor of Arts in Education with a Business and Marketing Education (BME) major provides teachers with practical business and/or marketing experience to share their knowledge and expertise in a secondary education classroom. BME Program completers receive a Washington State teaching license in secondary education with a CTE certification in business and marketing allowing them to teach any business or marketing subject offered in grades 5–12. Please visit the Department of Education for more information on secondary education requirements.

The BME degree or BME Add-on with a CTE certificate allows program completers to teach any of the 50 plus business or marketing courses a school might offer. The degree also certifies completers to coordinate work-site learning educational opportunities at a qualified work-site outside the classroom, linking high school students' work experiences with classroom learning; and the degree certifies you to instruct the career choices course, facilitating career development, job retention, and resource management. The BME major is offered in conjunction with the Department of Education. The College of Business and Public Administration provides the required business-related courses in business administration, computer applications, accounting, and Career and Technical Education. The Department of Education provides courses in professional education and advising toward teacher certification within the State of Washington.

All CTE, BME, and business administration courses are offered online. Tuition for online courses differs from on-campus courses; please contact Student Financial Services for current tuition rates.

Grade Requirements for Graduation

- a minimum grade ≥ 2.0 in each course required for the major
- formal admission to the BAE program.
- a minimum accumulative GPA ≥ 2.5 .

Required courses in the following program of study may have prerequisites. Reference the course description section for clarification.

Course Repeat Policy

The Undergraduate Business and Marketing Education Program's course repeat policy limits students to three graded attempts for each requirement for their Business and Marketing Education (BME) major, including all requirements listed and courses required for the major. If a requirement for the major is not successfully completed with a minimum grade ≥ 2.0 on the third graded attempt, the student will be dropped from the program.

For fulfillment of each course requirement, the BME program will consider the first three times a student completes the course; further attempts of the course will not be accepted. In accordance with EWU's repeat policy, only the most recent of the (first) three completions will be accepted. Completion is defined as receiving a final grade in the course.

A student who has been denied admission to the BME program or who has been dropped from the program based on application of this repeat policy may seek admission into the program or continuation through petition to the Dean of the College of Business and Public Administration. The policy applies to all BME program core, major requirements, and includes graded attempts of these requirements at colleges and universities other than EW U. For the specific requirements, refer to the General Undergraduate Catalog or the Business Advising website.

It is anticipated that enforcement of the policy will not be handled automatically by the student information system but will require review of transcripts at the time of admission to the business program and/or review of transcript/graduation forms just prior to graduation.

Information as to the policy and the student's obligation to understand and follow it will be included on program advising information and admission forms and in EWU catalog information.

When a student declares BME as a degree program, the student will be informed of the BME repeat policy by the advisor. If a student applying for formal admission to the business program has completed a business program requirement a third time with a grade <2.0, the student will be informed by the business advisor that the student is not admissible and that further attempts of the course will not be considered. If a student has been formally admitted to the business program and then completes a business program requirement a third time with a grade <2.0, the student will be dropped from the program and informed by the advisor that further attempts of the course will not be considered.

Subject codes: BUED (p. 2), CTED (p. 2).

Business and Marketing Education Courses

BUED 197. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.

BUED 299. DIRECTED STUDY. 1-15 Credits.

BUED 302. BUSINESS COMMUNICATION. 4 Credits.

Pre-requisites: junior standing.

This course focuses on oral and written communication strategies, theories and models with an emphasis on the principles of effective business writing in the digital workplace. Students work directly with small businesses to conduct primary research and collect industry research in order to develop a formal research report and a professional business presentation. Students receive hands-on experience by working in collaborative groups and presenting the final report and presentation to the small business owner. The course is designed for all disciplines and a variety of majors.

BUED 396. EXPERIMENTAL COURSE. 1-5 Credits.

BUED 399. DIRECTED STUDY. 1-5 Credits.

Pre-requisites: permission of the instructor, department chair and college dean.

BUED 425. WORKPLACE COMMUNICATIONS USING COMPUTER APPLICATIONS. 5 Credits.

Pre-requisites: junior standing or permission of instructor.

This course provides an opportunity for students to learn Microsoft and Adobe products through workplace simulations: project-based learning. Students develop new documents from workplace scenarios in order to develop problem solving and critical thinking skills. Workplace communication scenarios, such as meetings, give students hands-on learning experiences to communicate using computer applications. The course provides students with opportunities to create and design formal and technical documents such as reports, letters, charts, spreadsheets (including functions), databases, graphs, newsletters, PivotTables, flyers, etc.

BUED 470. INTRODUCTION TO COMPUTER SCIENCE FOR TEACHERS. 4 Credits.

Pre-requisites: BUED 425.

In this course students learn best practices for teaching the following computer science concepts in order to develop computer science teaching skills: Global Impact/Social Issues, Programming, Computational Thinking, Computer Science Instructional Methodology, Mobile Applications, Area Networks (LAN and WAN.) In all sections of the class, you will learn the introductory steps and frameworks a teacher will need for student success in learning highly technical and advanced computer science topics for grades 4-12.

BUED 475. METHODOLOGIES USED IN BUSINESS, ACCOUNTING, BUSINESS ENGLISH AND MARKETING. 4 Credits.

Pre-requisites: ACCT 251, BUED 302, MKTG 310.

This course provides industry certification opportunities to enhance workplace communication by project-based learning and practical workplace simulations. Students create professional Microsoft and Adobe documents through problem solving and critical thinking skills to design formal and technical documents: reports, letters, mail merge, forms, presentations, spreadsheets, functions, charts, databases, newsletters, pivot tables, etc.

BUED 476. INSTRUCTIONAL METHODOLOGIES USED COMPUTER APPLICATIONS. 4 Credits.

Pre-requisites: BUED 425.

This course provides an opportunity for students to develop microcomputer applications' instructional strategies. Students study different instructional methods and how to implement them into either planning units and lesson plans or employee training material. Students receive hands-on opportunities to demonstrate methodologies and technology classroom management in preparation to instruct computer application content areas and employability skills to an audience.

BUED 496. EXPERIMENTAL COURSE. 1-5 Credits.

BUED 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.

BUED 498. SEMINAR. 1-5 Credits.

BUED 499. DIRECTED STUDY. 1-5 Credits.

Pre-requisites: permission of the instructor, department chair and college dean.

BUED 599. INDEPENDENT STUDY. 1-5 Credits.

BUED 600. THESIS IN BUSINESS EDUCATION. 1-5 Credits.

BUED 601. RESEARCH REPORT IN BUSINESS EDUCATION. 1-5 Credits.

BUED 695. INTERNSHIP-BUED. 1-5 Credits.

BUED 696. COLLEGE TEACHING INTERNSHIP. 1-5 Credits.

Career and Technical Education Courses

CTED 299. DIRECTED STUDY. 1-15 Credits.**CTED 300. INTRODUCTION TO CAREER AND TECHNICAL EDUCATION. 4 Credits.**

Notes: Industry and Business Route/Plan 2 students may simultaneously take CTED 492.

Pre-requisites: acceptance into the CTE Plan 2 program.

An introduction to the elements of Career and Technical Education and Plan 2/business and Industry Route certification. This course includes current components of education in Washington State and the nation, the process for CTE certification, as well as the implication for CTE.

CTED 301. PHILOSOPHY OF CAREER AND TECHNICAL EDUCATION. 4 Credits.

Notes: Industry and Business Route/Plan 2 students may simultaneously take CTED 492.

Pre-requisites: junior standing or permission of the instructor.

Study of the role of Career and Technical Education (CTE) in the American education system at all levels including the history of CTE, program standards and frameworks, advisory committees, state and federal regulations, and CTE funding.

CTED 309. CTE CLASSROOM MANAGEMENT. 4 Credits.

Pre-requisites: junior standing or permission of instructor.

Course addresses minor issues such as school law and abuse and mandated reporting. The course also includes instructional practices that provide inclusive learning environments to support diverse learners at both the secondary (7–12) level and today's business environment. Students develop instructional skills in identifying barriers to learner success, selecting strategies that support learners while differentiating learning for individual success—while incorporating strategies to assist others to become self-managers and accountable for their actions and learning.

CTED 341. CTE SECONDARY STRATEGIES. 4 Credits.

Pre-requisites: junior standing or permission of instructor.

This course addresses continuous improvement of instruction through reflective practices for two groups of students. Career and Technical Education (CTE) students: Develop edTPA lesson plans and focus on instructional alignment of assessments to standards and outcomes in order to evaluate instructional effectiveness through data collection and analysis. Participants collect evidence of professional instructional growth with self-reflections to experience the teacher/principal evaluation project. Corporate Training (CT) students: Develop employee training manuals and focus on instructional alignment of assessments to standards and outcomes in order to evaluate instructional effectiveness through data collection and analysis. Students collect evidence of professional instructional growth and self-reflect on effective instructional strategies: problem-solving, metacognitive and task-based.

CTED 396. EXPERIMENTAL COURSE. 1-10 Credits.

Experimental.

CTED 398. SEMINAR. 1-15 Credits.**CTED 399. DIRECTED STUDY. 1-5 Credits.**

Pre-requisites: permission of the instructor, department chair and college dean.

CTED 474. ADMINISTRATION OF WORK-SITE EDUCATION. 4 Credits.

Notes: Industry and Business Route/Plan 2 students may simultaneously take CTED 485 and CTED 492.

Pre-requisites: CTED 301.

Course provides students the opportunity to satisfy the certification requirements for candidates pursuing qualifications to teach CTE work-site learning and career choices. Includes instruction in the areas of work-site learning, occupational analysis, student leadership, workplace safety, and advisory partnerships.

CTED 485. MANAGEMENT OF CTE PRACTICUM. 1 Credit.

Notes: Industry and Business Route/Plan 2 students may simultaneously take CTED 300, CTED 301 or CTED 474.

Pre-requisites: CTED 300 or concurrent enrollment.

Students will complete 60 hours of classroom instructional practicum to demonstrate student learning as well as an assessment tool for CTE certification.

CTED 492. CTE PROFESSIONAL PORTFOLIO. 1 Credit.

Notes: Industry and Business Route/Plan 2 students may simultaneously take CTED 301 or CTED 474. This course may be repeated for credit.

Pre-requisites: CTED 300.

Students create a professional development portfolio to organize CTE competencies and curriculum design as they progress through the Plan2/ Business and Industry Route program.

CTED 495. PROFESSIONAL INTERNSHIP. 1-15 Credits.**CTED 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****CTED 498. SEMINAR. 1-15 Credits.****CTED 499. DIRECTED STUDY. 1-5 Credits.**

Pre-requisites: permission of the instructor, department chair and college dean.