

BUSINESS AND MARKETING EDUCATION/SECONDARY MAJOR OR ADD-ON ENDORSEMENT, BACHELOR OF ARTS IN EDUCATION (BAE)

Business and Marketing Education—For students/teachers who currently possess a Washington State Teaching Certificate. The business and marketing education program, upon successful completion, results in a recommendation for the Career and Technical Education Initial CTE Certificate VCODE V078000, and fulfills the requirement for a Plan 1: University Route option. Candidates are required to provide a total of 2,000 hours of business and marketing occupational experience and complete the required WEST-B/NES testing. The Business and Marketing Education (BME) add-on satisfies the endorsement for grades 7–12.

A Senior Capstone course is a university requirement for graduation.

Program Requirements

- Formal admission to the BAE program.
- Completion of university competencies in writing and university proficiency in math required prior to taking lower division required courses.
- Completion of university proficiency in writing required prior to taking upper division required courses.
- The above major takes more than 12 quarters at an average of 15 credits per quarter.
- A required Career and Technical Education (CTE) certification within Business and Marketing Education (BME) requires a minimum of 2,000 hours of paid related work experience in business.
- Student teaching in business and marketing is required as well as the passage of the National Evaluation Series Business and Marketing Education (NES 309) exam.
- Our program is aligned to the National Business Education Association (NBEA) standards.

Grade requirements for graduation: a minimum grade \geq C in each course required for the major and a minimum GPA \geq 2.5.

Secondary Education students must complete the required Secondary Education Core and the following courses.

Required Business and Marketing Education Courses

ACCT 251	PRINCIPLES OF FINANCIAL ACCOUNTING	5
ACCT 261	BUSINESS LAW	4
ACCT 351	INTERMEDIATE ACCOUNTING I	4
BUED 302	BUSINESS COMMUNICATION	4
BUED 425	WORKPLACE COMMUNICATIONS USING COMPUTER APPLICATIONS	5
BUED 470	INTRODUCTION TO COMPUTER SCIENCE FOR TEACHERS	4
BUED 475	METHODOLOGIES USED IN BUSINESS, ACCOUNTING, BUSINESS ENGLISH AND MARKETING	4

BUED 476	INSTRUCTIONAL METHODOLOGIES USING COMPUTER APPLICATIONS	4
CTED 300	INTRODUCTION TO CAREER AND TECHNICAL EDUCATION	3
CTED 301	PHILOSOPHY OF CAREER AND TECHNICAL EDUCATION	3
CTED 474	ADMINISTRATION OF WORK-SITE EDUCATION	4
DSCI 245	BUSINESS STATISTICS 1	4
ECON 200	INTRODUCTION TO MICROECONOMICS	5
ECON 201	INTRODUCTION TO MACROECONOMICS	5
ENTP 311	ENTREPRENEURIAL BEHAVIOR AND THINKING	4
FINC 335	FINANCIAL MANAGEMENT	4
HUMR 328	HUMAN RESOURCE MANAGEMENT	4
MKTG 310	PRINCIPLES OF MARKETING	4
Total Credits		74

School of Education (<http://catalog.ewu.edu/ps/se/>)

Secondary Education Core

EDUC 303 & EDUC 309 & EDUC 341 & EDUC 386A & EDUC 413	FOUNDATIONS OF ASSESSMENT and FOUNDATIONS OF SECONDARY CLASSROOM MANAGEMENT and SECONDARY STRATEGIES, MANAGEMENT, ASSESSMENT and FIELD EXPERIENCE AND PRACTICUM and CONTENT AREA LITERACY: MANAGEMENT AND ASSESSMENT FOR SECONDARY EDUCATION CANDIDATES	15
EDUC 386B & EDUC 427	FIELD EXPERIENCE AND PRACTICUM and GENERAL STUDENT TEACHING K-12 (These are variable credit courses. The minimum for each is 3 credits.)	6-15
EDUC 426	SECONDARY STUDENT TEACHING 5-12	12
Total Credits		33-42

University Competencies and Proficiencies

English (<http://catalog.ewu.edu/undergraduate-degree/#newitemtext>)
 Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/undergraduate-degree/#mathcompproficienciestext>)
 Placement and Clearance (<http://catalog.ewu.edu/placement/>)
 Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/prior-learning/>)

General Education Requirements (<http://catalog.ewu.edu/undergraduate-degree/#generaleducationrequirements>) (GER)

- Minimum Credits—180 cumulative credit hours
 - 60 upper-division credits (300 level or above)
 - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA \geq 2.0

Breadth Area Core Requirements (BACR)

Humanities and Arts (<http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgecrtext>)

Natural Sciences (<http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgecrtext>)
Social Sciences (<http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgecrtext>)

University Graduation Requirements (<http://catalog.ewu.edu/undergraduate-degree/#universitygraduationrequirements>) (UGR)

Diversity Course List (<http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)
World Language (<http://catalog.ewu.edu/undergraduate-degree/#worldlanguagetext>) (for Bachelor of Arts)
Global Studies Course List (<http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementtext>)
Minor or Certificate (<http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext>)
Senior Capstone Course List (<http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext>)

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<http://catalog.ewu.edu/archives/>) to determine *two important catalog years*.

Requirements in Degree Works (<https://inside.ewu.edu/records-and-registration/degree-works/>) are based on these two catalog years:

- a. The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) **and** **UGR** (Undergraduate Graduation Requirements).
- b. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

Students who earn a BAE in Business and Marketing Education/Secondary from EWU should be able to:

- value the role of career and technical education within a student's secondary coursework and career development;
- create a safe learning environment to include classroom, lab settings, and internship sites for all students;
- design student leadership opportunities which are integrated into the CTE curriculum and advances skill proficiency for all students;
- engage all students through a wide range of instructional practices, approaches, methods, and curriculum to include individualized education program materials that supports instruction and learning;
- apply concepts of the instruction and assessment cycle using a variety of tools and practices to plan, implement, and evaluate student learning;
- respond to students, staff, families, industry partners, and community members in a positive and inclusive manner;
- appreciate the role of the advisory committee in maintaining currency of program knowledge and skills.