

# MARKETING, GRADES 9-12

EDUCATOR PREPARATION PROGRAM NAME		EDUCATOR PREPARATION PROGRAM CODE	
Missouri Baptist University		041538	
<b>A. Professional Requirements (Minimum of 26 semester hours)</b>			
1. Content Planning and Delivery			
	Course Number	Course Title	Semester Hours
a. Curriculum and Instructional Planning	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
b. Instructional Strategies and Techniques in Content Area Specialty	EDMS 403/503	Teaching Business and Marketing Education: Seminar and Field Experience	3
c. Assessment, Student Data, and Data-Based Decision-Making	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
d. Strategies for Content Literacy	EDRD 423/523	Integration of Literacy in the Content Areas	*Hours included below in 4a
e. Critical Thinking and Problem Solving	EDUC 201	Professional Growth & Folio Development I	1
	EDUC 200	Continuing Portfolio Development for Teacher Candidates	0
	EDUC 303	Methods of Teaching and Differentiated Instruction	1
	EDUC 373 OR EDUC 573	Technology and Instructional Media OR Applications of Technology in Teaching and Learning	3
f. English Language Learning	EDUC 203	Teaching in a Diverse Society	1
	EDRD 423/523	Integration of Literacy in the Content Areas Students transferring in a course for EDRD 423/523 which does not include a field experience working with English language learners must complete EDCL 420/520 Field Experience with English Language Learners	*Hours included below in 4a
2. Individual Student Needs			
	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	PSYC 313 OR PSYC 553	Human Growth and Development OR Advanced Human Development	3
	EDPS 383	Psychology of Teaching and Learning	1
	EDPS 453/553	The Exceptional Child	1
	EDTR 413/513	Trauma Informed Classroom	1
b. Psychology/Education of the Exceptional Child	EDPS 453/553	The Exceptional Child	2
c. Differentiated Learning	EDUC 303	Methods of Teaching and Differentiated Instruction	2
d. Classroom Management	ETOP 423/523	Classroom and Behavior Management	2
	EDTR 413/513	Trauma Informed Classroom	1
e. Cultural Diversity	EDUC 203	Teaching in a Diverse Society	2
f. Educational Psychology	EDPS 383	Psychology of Teaching and Learning	1
3. Schools and the Teaching Profession			
	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
	EDPS 383	Psychology of Teaching and Learning	0.5
	EDTR 413/513	Trauma Informed Classroom	1
	EDUC 210 AND 410/510	Teaching Field Experience I and II Seminar	0
	EDUC 401	Professional Growth and Folio Development II	1
	ETOP 423/523	Classroom and Behavior Management	0.5
b. Legal/Ethical Aspects of Teaching	EDPS 383	Psychology of Teaching and Learning	0.5
	EDUC 410/510	Teaching Field Experience II Seminar	0
	ETOP 423/523	Classroom and Behavior Management	0.5
4. Secondary Literacy (Minimum of 6 semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	EDRD 423/523	Integration of Literacy in the Content Areas	3
b. Instructional Interventions for Students with Reading Deficits	EDRD 463/563	Reading and Writing Strategies for Middle/Secondary Content Areas	3
<b>Professional Requirements - Total Semester Hours</b>			<b>38</b>

<b>B. Field and Clinical Experiences (Minimum of 10 semester hours)</b>			
	<b>Course Number</b>	<b>Course Title</b>	<b>Semester Hours</b>
1. Early Field Experiences (Minimum of 1 semester hour with a minimum of 30 clock hours)	EDCL 211 *EDCL 220	Teaching Field Experience I *Teaching Field Experience (required for transfer students who do not have a MEES (or equivalent) evaluation for Field I)	1 0
	EDUC 210	Teaching Field Experience I Seminar	0
2. Mid-Level Field Experiences (Minimum of 1 semester hour with a minimum of 45 clock hours)	EDCL 411/511 EDUC 410/510	Teaching Field Experience II Teaching Field Experience II Seminar	1 0
3. Culminating Clinical Experiences (Minimum of 8 semester hours with a minimum of 12 weeks in 1 placement)	ESCL 4712/5712 EDUC 470	Student Teaching: Secondary Student Teaching Professional Development Seminar	12 0
<b>Field and Clinical Experiences - Total Semester Hours</b>			<b>14</b>
<b>C. Marketing Content Knowledge Area (Minimum of 36 semester hours)</b>			
	<b>Course Number</b>	<b>Course Title</b>	<b>Semester Hours</b>
1. Management or Business Administration (3 semester hours)	MGMT 303	Management Concepts and Practices	3
2. Economics (6 semester hours)	ECON 113 ECON 123	Macroeconomics Microeconomics	3 3
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)	BUSN 353 OR ENGL 433	Communication Strategies in Business OR Business Writing	3
	BUSN 413	Business Law: Uniform Commercial Code	3
	ENTR 303	Intro to Entrepreneurship	3
4. Marketing (suggested areas (1) Distribution, (2) Financing, (3) Marketing-Information Management, (4) Promotion, (5) Selling, (6) Product/Service Management, (7) International Marketing, and (8) E-Commerce Marketing) (15 semester hours)	MRKT 313 Plus 12 hours from the following: COMK 353 MRKT 363 MRKT 373 MRKT 383 MRKT 403 MRKT 413	Introduction to Marketing  Media Advertising Market Management Market Research Consumer Behavior International Marketing Digital and Social Media Marketing	3  3 3 3 3 3 3
5. Coordination of Cooperative Education (3 semester hours)	EDBM 403/503	Administration of Business and Marketing	3
<b>Content Knowledge Area - Total Semester Hours</b>			<b>36</b>