



**Bachelor of Science Degree in Occupational and Technical Studies
MARKETING EDUCATION (MKED)**

(For Incoming Freshmen for the 2004-2005 and 2005-2006 School Years Only)

NAME _____

SSN _____

PHONE _____

DATE _____

University General Education Courses 41-47 Hours)

- ENGL 110C, Composition 3 _____
- ENGL 131C, Intro to Technical Writing 3 _____
- COMM 101R, Public Speaking 3 _____
- STAT 130M, or MATH 102M, MATH 101M 3 _____
- OTS 251D, Computer Literacy 3 _____
- GEN 101, Portals to Global Environment 3 _____
- Fine Arts (Art 121A, 122A, DANC 185A, MUSC 264A, THEA 241A) 3 _____
- Philosophy PHIL 110P, 120P or 150P 3 _____
- History HIST 101H, 102H, 103H, or 104H 3 _____
- ECON 200S 3 _____
- Natural Science _____ 4 _____
- Natural Science _____ 4 _____
- OTS 370T, Technology & Society 3 _____
- *Foreign Language _____ 0-3 _____
- *Foreign Language _____ 0-3 _____

Upper Division Courses (9-15 hours)

- Upper Div Requirement _____ 3 _____
- Upper Div Requirement _____ 3 _____
- Upper Div Requirement _____ 3 _____

Administrative Clearances

- TB Test (passed) _____
- Approved for Student Teaching _____
- Recommendation to Teach Form _____
- Passed PRAXIS I Prior to Majoring _____
- Passed PRAXIS II (Marketing Ed) _____

Technical Content Courses (36 Hours)

- OTS 100 Sales Techniques 3 _____
- OTS 102 Advertising & Promotion 3 _____
- ACCT 201 Accounting 3 _____
- OTS 202 Supervision of Personnel 3 _____
- OTS 208 Buying 3 _____
- OTS 220 Fashion Industry 3 _____
- MKTG 311 Principles and Problems 3 _____
- MGMT 325 Principles of Management 3 _____
- MKTG 402 Consumer Behavior 3 _____
- OTS 415 Advanced Merchandising 3 _____
- OTS 430 Technology Applications in Tng 3 _____
- OTS 480 Sr Project: Merch Retailing 3 _____

Marketing Education Teaching Courses (21 Hours)

- OTED 401 Found of Career & Tech Ed 3 _____
- OTED 400, Instr. Systems Dev 3 _____
- OTED 403, Methods in Career & Tech Ed 3 _____
- ECI 408, Reading a& Writing in Content 3 _____
- OTED 408, Adv Classrm Issues & Practices 3 _____
- ESSE 413, Fund. of Human Development 3 _____
- OTS 450, Program Eval & Improvement 3 _____

Occupational & Field Experiences (16 Hours)

- OTED 297 Observation & Participation 1 _____
- OTS 405 Directed Work Experience 3 _____
- OTED 485 Student Teaching 12 _____

123 hours are needed to graduate.
Expected Date of Graduation _____
Will Graduate Under Catalog for 20 _____

* Foreign Language requirement may be met with 3 HS credits in one foreign language or 4 HS credits in two foreign languages. Otherwise, students must complete 6 hours of one foreign language in college.

■ Upper division requirement may be fulfilled by completing a Second Degree or Major, a Minor, Certification Program (12 hours), an approved Focus Area Cluster (9 hours), or an International Certificate (12 hours).

No more than 24 hours from the College of Business and Public Administration may be counted within this 120-hour program. Students are responsible for enrolling in required classes.

Students should follow the advise of their faculty advisors. Faculty serve only as advisors .