Career and Technical Education/Marketing Education, M.Ed.

COLLEGE OF EDUCATION (http://education.temple.edu)

About the Program

The mission of the Career and Technical Education master's program with a concentration in Marketing Education is to enable its students to become effective marketing teachers in K-12 schools. This program provides competencies for diverse types of work in marketing and offers transitional skill attainment strategies for application of knowledge across an array of business areas. Individuals completing the program find success in secondary teaching, post-secondary teaching in community colleges, developing marketing education programs for businesses, and as trainers in marketing for a variety of business types and sizes.

Time Limit for Degree Completion: 4 years

Campus Location: Main, with some elective courses offered at the Ambler, Center City, and Harrisburg campuses

Full-Time/Part-Time Status: Students complete the degree program through classes offered after 4:30 p.m. The degree program can be completed on a full- or part-time basis.

Accreditation: The program is approved as a teacher certification program by the Pennsylvania Department of Education and is accredited by the Teacher Education Accreditation Council (TEAC).

Job Prospects: Graduates typically continue in their established career paths as career and technical educators, work-force development professionals, and technical trainers in business and industry.

Licensure: Upon successful completion of the degree requirements and passing all required licensure examinations, candidates may apply for a Pennsylvania Instructional I Teaching Certificate.

Non-Matriculated Student Policy: Students may take up to, but not more than, 9 credits of graduate study in the program before being admitted to the program. The credits transfer into the program, if the student is admitted. Students completing certification courses before being admitted to the program are NOT guaranteed admission.

Financing Opportunities: Funding is considered for applicants who submit all required application documents by the priority application deadline.

Admission Requirements and Deadlines

Application Deadline:
Fall: March 1 (Priority)
Spring: November 1 (Priority)

Applicants should submit all required application documents by the priority application deadline for funding consideration. Those with applications completed after the priority deadline will be reviewed for admission, but are not eligible for funding consideration.

APPLY ONLINE to this graduate program.

Letters of Reference:
Number Required: 2, with a third submitted at the applicant's discretion. Please submit the "Reference Report for Graduate Study," found at http://www.temple.edu/grad/admissions/documents/Web_GRAD_REFERENCE_REPORT.pdf.

From Whom: Letters of recommendation should be obtained from college/university faculty members and others who can provide insight into the applicant's academic competence.

Coursework Required for Admission Consideration: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University. Further, the Pennsylvania Department of Education expects that all individuals seeking teacher certification at the master’s level, regardless of the discipline, have taken at least 6 credits of college-level mathematics and 6 credits of college-level English composition and literature in their undergraduate program.

Prerequisites for admission to the specialization in Marketing Education for Career and Technical Education include coursework in each of the following areas: 1) computer and information technology; 2) law, entrepreneurship, and international business; 3) quantitative skills and accounting; 4) management and marketing concepts; 5) economics and personal finance; and 6) business communications. Individuals holding a degree in Marketing
from an accredited four-year institution generally meet these requirements. The prerequisite work can also be accomplished by post-baccalaureate coursework at the graduate or undergraduate level.

**Bachelor's Degree in Discipline/Related Discipline:** A bachelor's degree is required. Applicants who do not meet the 3.0 UGPA requirement may be considered for admission if they meet one of the following exceptions:

1. **Standard exception:** 3.5 UGPA during the last two years AND a minimum of 3.25 Graduate GPA for 9 credits (typically taken as a non-matriculated student in the program prior to application for admission).

2. **Special exception:** Applicants who do not meet regular admission criteria may be considered for a special exception if a compelling case can be made for admission on the basis of some additional source of data.

**Statement of Goals:** Two pages include your reason for seeking a master's degree with a specific focus on the career to which you aspire; your interests; and your academic and job-related experiences that are relevant to the program. The statement is evaluated against the program's mission.

**Standardized Test Scores:**

_Praxis I®_: Applicants must pass the Praxis I® examination required by the Pennsylvania Department of Education. A minimum score of 180 must be obtained in each Core Academic Skills for Educators Test in Reading, Writing, and Mathematics.

_Praxis II®_: Applicants must pass appropriate subject-area exams on the Praxis II®.

_TOEFL score_ (international applicants only): 88 iBT or 575 PBT minimum. Applicants with scores between 88 and 100 iBT or between 575 and 600 PBT must take an English refresher course.

**Resume:** Current resume required.

**Transfer Credit:** Courses may be transferred from an accredited institution provided they were completed less than five years ago and are relevant to the program. The academic advisor makes the decision about the relevancy of the courses that the student desires to transfer. The maximum number of credits a student may transfer is 6.

**Coursework Waivers:** Each student is assigned a faculty advisor at the time of admission. The advisor reviews the student's credentials and determines which, if any, of the required courses can be waived. In general, this waiver covers the beginning-level courses in the program. Waiving a specific requirement, however, does not reduce the total number of credits needed to graduate.

**Clearances:** A Pennsylvania criminal background check, a federal criminal history check, a child abuse clearance, and a TB test are required at admission.

**Program Requirements**

**General Program Requirements:**

_Number of Didactic Credits Required Beyond the Baccalaureate:_ 33

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTE 5669</td>
<td>Project-Based Learning</td>
<td>3</td>
</tr>
<tr>
<td>DSED 5422</td>
<td>Methods of Teach Mkt Edu</td>
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<tr>
<td>DSED 5522</td>
<td>Trends in Distribution</td>
<td>3</td>
</tr>
<tr>
<td>EDUC 5255</td>
<td>Tech in Classrooms: TPCK</td>
<td>3</td>
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<tr>
<td>EDUC 5402</td>
<td>Child and Adol Develop</td>
<td>3</td>
</tr>
<tr>
<td>EDUC 5409</td>
<td>Research Methods and Induction Capstone</td>
<td>3</td>
</tr>
<tr>
<td>EDUC 5605</td>
<td>Models of Teaching</td>
<td>3</td>
</tr>
<tr>
<td>EDUC 5888</td>
<td>Supervised Teaching</td>
<td>3</td>
</tr>
<tr>
<td>SECE 5471</td>
<td>Literacy and Differentiation in the Academic Areas, 7-12</td>
<td>3</td>
</tr>
<tr>
<td>SPED 5666</td>
<td>Inclusive School Practices</td>
<td>3</td>
</tr>
<tr>
<td>TESL 8631</td>
<td>Foundations of Language Teaching: Meeting the Needs of English Language Learners</td>
<td>3</td>
</tr>
</tbody>
</table>

_Total Credit Hours_ 33

**Culminating Events:**

Student teaching and its related seminar are the culminating events for this program.
Contacts

Program Web Address:

http://education.temple.edu/cte/career-technical-education-med

Department Information:

Career and Technical Education Program
College of Education
1301 Cecil B. Moore Avenue
Philadelphia, PA 19122-6091
educate@temple.edu
215-204-8011

Mailing Address for Application Materials:

College of Education Office of Enrollment Management
150 Ritter Hall Annex (003-00)
1301 Cecil B. Moore Avenue
Philadelphia, PA 19122-6091

Department Contacts:

Admissions:
Office of Enrollment Management
educate@temple.edu
215-204-8011

Courses

CTE 5401. Current Problems in Career and Technical Education. 1 to 6 Credit Hour.
This seminar covers selected school and training topics, including workforce development, training, managing information systems, diversity issues, school-industry partnerships, and performance evaluation.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

CTE 5411. Evaluation in Career and Technical Education. 3 Credit Hours.
Students learn how to develop and use a variety of evaluation methods to monitor student academic and occupational achievement as well as teaching effectiveness. Special emphasis is placed on relating evaluations to occupational curricula and instruction. Students learn about standardized tests and other diagnostic tools frequently encountered and/or used by classroom teachers. Particular attention is given to adapting assessments to meet the needs of all students. Contemporary issues related to testing, grading, evaluation, and accountability are addressed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 5423. Leadership in Career and Technical Education. 3 Credit Hours.
This course provides an overview of school leadership and the principles of leading in a career and technical education setting, examining them with specific reference to the roles of the administrative director and comprehensive supervisor. These particular roles are analyzed with an emphasis on inspiring staff to improve students' academic and technical achievement.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 5426. Professionalism and Staff Development. 3 Credit Hours.
This course focuses on teacher professionalism and staff development and how schools can build capacity to maintain these systems. The course deals with the national standards for professional development; the process, content, and context of staff development; and the development of reflective practices.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 5669. Project-Based Learning. 3 Credit Hours.
The course is designed to help educators plan and apply learning theory and principles of project-based learning to the development of business-related instruction in the elementary school classroom.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
CTE 5887. Pedagogical Competence. 3 to 15 Credit Hours.
Prospective career and technical teachers/technical trainees are placed in supervised public school/industrial experiences and assisted in developing specialized teaching strategies through individualized instruction and seminar activities. (This constitutes an alternative delivery system equivalent to the professional requirement.)
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8324. Coordination Methods for Work-Based Learning. 3 Credit Hours.
The history, development, and operation of cooperative education programs are covered. Also explored are the development and promotion of a workplace-learning program, the development of workplace-learning partnerships, workplace-learning sites, safety considerations for students in the workplace, and connecting work-based and school-based learning.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8331. Instructional Methods for Work-Based Learning. 3 Credit Hours.
This course covers the role of the teacher-coordinator in conducting and teaching procedures and activities necessary for providing successful supervised field experiences for students in the workplace. Also covered are methods of establishing contact with students, employers, teachers, parents, and community leaders; career and technical student organizations; and students with special needs. The course also explores developing and understanding labor laws and other legal requirements affecting student workers/interns.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8501. Curriculum Development for Programs of Study in Career and Technical Education. 3 Credit Hours.
Students study and analyze curriculum theories and the practical application of a systems approach in the analysis, design, development, implementation, and evaluation of technical education and training programs. Students learn about back-to-front design, performance and standards-based education, standards-aligned curriculum systems, and curriculum frameworks associated with program articulation, including “programs of study.”
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8507. The Role of Career and Technical Education in Workforce and Economic Development. 3 Credit Hours.
This course explores the range of activities covered by state and federal career and technical (vocational) education laws; career and technical education as an integral part of the public school and workforce development systems; and the development of a point of view regarding the role of career and technical education in economic development.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8521. Collaborative Processes for Effective Career and Technical Education Programs. 3 Credit Hours.
This course focuses on the role of collaboration with both internal and external stakeholders of the CTE enterprise, including relationships with staff, parents, business and industry, government, professional associations and media groups. Students will learn the importance of partnerships and will examine ways to expand and enhance these partnerships for the ultimate purpose of improving student performance. The course is taught in a context of ethical leadership and decision making.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8527. Program Planning, Evaluation, and Systems Alignment in Career and Technical Education. 3 Credit Hours.
Students study the factors used to determine the vocational training needs of labor market areas, including local industrial expansion, recession, unemployment, aging workforce, and emerging technologies. Students also consider the organization, academic and skills standards, curriculum and instruction alignment, physical facilities, post-secondary connections and articulation, and scope and sequence of career and technical education programs. The course also focuses on conducting formative and summative program evaluations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

CTE 8528. Creating a Culture of Teaching and Learning in Career and Technical Education Programs. 3 Credit Hours.
This course is designed to prepare CTE leaders to empower and support professional staff to improve students’ academic and technical performance. Candidates will learn how to implement clinical supervision, peer coaching, and apply formative and summative personnel evaluation methods in workforce education programs. In addition, school reform initiatives and best practices will be addressed that frame staff development as a system for continuous learning and improvement of the CTE curriculum and students’ learning.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
CTE 8589. Managing Resources and Data Driven Decision Making in Career and Technical Education. 3 Credit Hours.
CTE facilities are unique to education. They include industry-standard equipment and utilities that are not typically found in academic high schools. Prospective CTE leaders must understand and know how to apply systems to secure, maintain, and replace facility related items for technical curricula. These systems ensure the health and safety of students while providing the required resources to effectively prepare them for a variety of technical careers.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.

CTE 8690. Problems in CTE. 1 to 3 Credit Hour.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

CTE 8890. Special Topics/Problems in Career and Technical Education. 3 Credit Hours.
The course focuses on contemporary issues and/or problems in workforce education. Enrollment is limited to master's degree students.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

CTE 9389. Supervised Work Experience. 1 to 3 Credit Hour.
Technical work experience in business and industry designed for all fields of career and technical education.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

CTE 9482. Directed Independent Study. 1 to 6 Credit Hour.
Problem-based topics related to vocational education or technical training are investigated.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

CTE 9685. Internship in Career and Technical Education. 3 to 6 Credit Hours.
Credit is given for a supervised internship within a specified field of CTE/technical training to provide the student with leadership development experiences.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

CTE 9885. Internship in Career and Technical Education. 3 to 12 Credit Hours.
This supervised internship in a CTE setting provides the student, who is a candidate for system leader, with education leadership experiences.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.