

Career and Technical Education BSEd with Marketing Education Concentration

Overview

The **Bachelor of Science in Education in Career and Technical Education** (BSEd in CTE) is offered by the Department of Teaching and Learning.

Students may complete one of the following **optional concentrations**:

- Business, Computer and Information Technology Education
- Marketing Education

The **BSEd in CTE with the optional concentration in Marketing Education** is designed to prepare students who expect to teach marketing subjects in K-12 and at the 2-year college level in public and private schools. Subject area content (academic specialization) and professional education content are combined with general education content (university curriculum) in order to provide the student with a general education, a field of specialization, and professional training. Moreover, the curriculum aims to combine these elements in such proportions as to give students the balanced perspective of the relation that marketing education bears to education as a whole.

Note: All students enrolling in the Business, Computer and Information Technology Education or Marketing Education concentrations are advised by the Office of Undergraduate Advising (edadvising@temple.edu) in the College of Education and Human Development and should meet with an advisor each semester. All other students are advised through the Center for Professional Development in Career and Technical Education (cteadv@temple.edu) in the College of Education and Human Development and should meet with an advisor each semester.

Campus Location: Main

Program Code: ED-CTE-BSED

Accreditation

The program is approved as a teacher preparation program by the Pennsylvania Department of Education.

Licensure/Certification

Upon successful completion of the program requirements, candidates may apply for a Pennsylvania Instructional I Teaching Certificate. Please note, Pennsylvania requires assessment of candidates in General Knowledge, Professional Knowledge and/or Subject Area Knowledge prior to issuance of a certificate. Please refer to the PDE web site for testing requirements.

Contact Information

Undergraduate Advising, College of Education and Human Development
edadvising@temple.edu

Elizabeth Diamond, Program Coordinator
ediamond@temple.edu

Kristie Newton, Teaching and Learning Department Chair
KJNewton@temple.edu

Learn more about the Bachelor of Science in Education in Career and Technical Education.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

University Curriculum

1. All students are required to complete the university's General Education (GenEd) curriculum.
2. All students must take 6 credits of college level math and 6 credits of English (3 in composition and 3 in literature) and pass the required state tests to be certified.
3. All students must take a minimum of two writing-intensive courses at Temple. The specific courses that may satisfy the writing-intensive requirement for this major are EDUC 2296 and MGSE 3796.

Major Requirements

Code	Title	Credit Hours
AOD 1166	Interpersonal Processes through the Life Span	3
CTE 3372	Project-based Learning for Today's CTE	3
CTE 4324	Industry-Based Coordination Methods for Work-Based Learning	3
CTE 4331	Industry-Based Instructional Methods for Work-Based Learning	3
EDUC 1017 or MATH 1021	Algebra and Algebraic Thinking for Educators College Algebra	4
EDUC 2103	Socio-cultural Foundations of Education in the United States	3
EDUC 2109	Adolescent Development for Educators	3
EDUC 2296	Effective Teaching: Theory and Practice	3
EDUC 2306	Assessment and Evaluation	3
MGSE 3796	Differentiated Literacy Instruction in the Disciplines (grades 7-12)	3
TESL 3631	Principles and Practice for Teaching English Learners	3
SGM 3501	Entrepreneurial and Innovative Thinking	3
SPED 2231	Introduction to Special Education	3
SPED 4103	Classroom Management and Positive Behavior Support	3
SPED 4109	Educating Students with Disabilities in Inclusive Settings	3
Total Credit Hours		46

Program Requirements

Code	Title	Credit Hours
ACCT 2101 or ACCT 2501	Financial Accounting Survey of Accounting	3
CTE 3241	Methods of Teaching Business Education, Marketing Education, and Computer Applications	3
CTE 4285	Industry Education Capstone and Field Experience for Work-Based Learning	3
ECON 1101	Macroeconomic Principles	3
General Business Studies Minor Course		3
General Business Studies Minor Course		3
General Business Studies Minor Course		3
HRM 1101	Leadership and Organizational Management	3
MGSE 4801	Senior Seminar and Performance Assessment in Grades 4-12 Education	3
MGSE 4888	Student Teaching in Grades 4-12	9
MKTG 2101	Marketing Management	3
RMI 2501	Fundamentals of Personal Financial Planning	3
SPED 4201	Effective Transition for Students with Disabilities	3
Total Credit Hours		45

Code	Title	Credit Hours
Minimum Hours Required for Graduation		123

Suggested Academic Plan

Bachelor of Science in Education in Career and Technical Education with Optional Concentration in Marketing Education

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

(Certain courses require that a student secure clearances as per the College of Education and Human Development policy; students should check the current list of courses that require clearances on the College of Education and Human Development web site.)

Year 1		Credit Hours
Fall		
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing ¹ or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
GenEd Quantitative Literacy Course (GQ) ¹		4
GenEd Breadth Course ¹		3
GenEd Breadth Course ¹		3
ECON 1101	Macroeconomic Principles ^{3, 4}	3
Credit Hours		17
Spring		
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life ¹ or Honors Intellectual Heritage I: The Good Life	3
GenEd Breadth Course ¹		3
EDUC 2103	Socio-cultural Foundations of Education in the United States	3
Select one of the following:		3
ACCT 2101	Financial Accounting ^{3, 4}	
ACCT 2501	Survey of Accounting ^{3, 4}	
Select one of the following:		4
EDUC 1017	Algebra and Algebraic Thinking for Educators	
MATH 1021	College Algebra	
Credit Hours		16
Year 2		
Fall		
GenEd Breadth Course ¹		3
GenEd Breadth Course ¹		3
SPED 2231	Introduction to Special Education ²	3
HRM 1101	Leadership and Organizational Management ⁴	3
MKTG 2101	Marketing Management ⁴	3
Credit Hours		15
Spring		
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good ¹ or Honors Intellectual Heritage II: The Common Good	3
AOD 1166	Interpersonal Processes through the Life Span	3
EDUC 2109	Adolescent Development for Educators ²	3
RMI 2501	Fundamentals of Personal Financial Planning ⁴	3
General Business Studies Minor Course ⁵		3
Credit Hours		15
Year 3		
Fall		
GenEd Breadth Course ¹		3
CTE 3241	Methods of Teaching Business Education, Marketing Education, and Computer Applications	3
EDUC 2306	Assessment and Evaluation	3
CTE 4324	Industry-Based Coordination Methods for Work-Based Learning ⁶	3
General Business Studies Minor Course ⁵		3
Credit Hours		15
Spring		
TESL 3631	Principles and Practice for Teaching English Learners ²	3
EDUC 2296	Effective Teaching: Theory and Practice	3
CTE 3372	Project-based Learning for Today's CTE	3
CTE 4331	Industry-Based Instructional Methods for Work-Based Learning ⁶	3
General Business Studies Minor Course ⁵		3
Credit Hours		15

Year 4**Fall**

MGSE 3796	Differentiated Literacy Instruction in the Disciplines (grades 7-12)	3
CTE 4285	Industry Education Capstone and Field Experience for Work-Based Learning ⁶	3
SGM 3501	Entrepreneurial and Innovative Thinking	3
SPED 4201	Effective Transition for Students with Disabilities	3
SPED 4109	Educating Students with Disabilities in Inclusive Settings	3
Credit Hours		15

Spring

MGSE 4888	Student Teaching in Grades 4-12	9
MGSE 4801	Senior Seminar and Performance Assessment in Grades 4-12 Education	3
SPED 4103	Classroom Management and Positive Behavior Support	3
Credit Hours		15
Total Credit Hours		123

1

General Education course requirements can be found in the University Bulletin.

2

Completion of 1) SPED 2231, 2) EDUC 2109 and 3) TESL 3631 constitute a waiver for the GenEd Human Behavior (GB) category if the courses are completed with a C- or better.

3

Part of the General Business Studies Minor through the Fox School of Business and Management. Students are encouraged to complete ECON 1101 and ACCT 2101 early because they are prerequisites for other courses.

4

Students need to apply for the General Business Studies Minor through the Fox School of Business and Management. More information can be obtained in the Bulletin under Fox School of Business and Management - General Business Studies Minor.

5

Choose from the following courses: LGLS 1101, MIS 3538, MKTG 2511, MKTG 3501, MKTG 3504, MKTG 3507, MKTG 3508, MKTG 3512.

6

Cooperative Education Certification:

1. This program fulfills the course requirements for the Cooperative Education Certification.
2. The Cooperative Education NOCTI exam must also be passed.
3. See the Cooperative Education Program Coordinator for more details.