

Marketing Education

Learn more about the Bachelor of Science in Education in Career and Technical Education (<https://www.temple.edu/academics/degree-programs/career-and-technical-education-major-ed-cte-bsed>).

Shimada Resource Center (<https://education.temple.edu/contact-us>)

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The Marketing Education curriculum 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.

Summary of Requirements

University Curriculum

1. All students are required to complete the university's General Education (GenEd (<http://bulletin.temple.edu/undergraduate/general-education>)) 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, SECE 3796 and MKTG 3596.

Professional Education

Code	Title	Credit Hours
BSED 3241	Methods of Teaching Microcomputer Applications ¹	3
CTE 3103	Curriculum in Career and Technical Education	3
CTE 3372	Project-Based Technical Instruction for Children	3
EDUC 1255	Inclusive Education for a Diverse Society	3
EDUC 2103	Socio-cultural Foundations of Education in the United States	3
EDUC 2109	Adolescent Development for Educators	3
EDUC 2255	Effective Use of Instructional Technology in Classrooms	3
EDUC 2296	Effective Teaching: Theory and Practice (WI)	3
EDUC 2306	Assessment and Evaluation	3
EDUC 4111	Classroom and Conflict Management in Grades 4 through 12	3
ENES 3338	Foundations of Language Teaching: Teaching English Language Learners in Grades 4 to 12	3
SECE 3796	Differentiated Literacy Instruction in the Disciplines, 7-12 (WI)	3
SECE 4688	Student Teaching in Secondary Education	9
SECE 4801	Senior Seminar and Performance Assessment in Secondary Education	3
SPED 2231	Introduction to Inclusive Education	3
Total Credit Hours		51

¹ Evidence of Advanced Keyboarding Skill is required to take this course.

Academic Specialization

Code	Title	Credit Hours
CTE 4285 or CTE 3389	Industry Education Capstone and Field Experience for Work-Based Learning ¹ Supervised Work Experience	3

CTE 4324	Industry-Based Coordination Methods for Work-Based Learning	3
CTE 4331	Industry-Based Instructional Methods for Work-Based Learning	3
ECON 1101	Macroeconomic Principles	3
ECON 1102	Microeconomic Principles	3
ENGR 3033	Entrepreneurial Engineering	3
LGLS 1102	Law of Contracts	3
or LGLS 1112	Law for Business	
MKTG 2101	Marketing Management	3
MKTG 3501	Integrated Marketing Communications	3
MKTG 3504	Sales and Sales Management	3
MKTG 3553	International Marketing	3
MKTG 3596	Consumer and Buyer Behavior (WI)	3
MATH 1013	Elements of Statistics (or Introduction Course in Statistics Approved by Advisor)	3
Total Credit Hours		39

Code	Title	Credit Hours
Minimum Hours Required for Graduation		122

¹ Marketing Education majors are also eligible for the Cooperative Education Certificate provided they can document wage earning experience.

Note: Courses in this section have prerequisites. See an advisor or refer to the Course Catalog (<https://prd-xereg.temple.edu/StudentRegistrationSsb/ssb/term/termSelection?mode=courseSearch>).

Suggested Academic Plan

B.S.ED. in Career & Technical Education: Marketing Education Concentration

Requirements for New Students starting in the 2019-2020 Academic Year

(Certain courses require that a student secure clearances as per the College of Education policy; students should check the current list of courses that require clearances on the College of Education web site (<https://education.temple.edu/ofp/clearances>).

Year 1		Credit Hours
Fall		
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW] ¹	4
	GenEd Breadth Course	3
	GenEd Breadth Course	3
EDUC 2103	Socio-cultural Foundations of Education in the United States ¹	3
ECON 1101	Macroeconomic Principles	3
Term Credit Hours		16
Spring		
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY] ¹	3
	GenEd Quantitative Literacy Course [GQ] ¹	4
	GenEd Breadth Course	3
	GenEd Breadth Course	3
EDUC 2255	Effective Use of Instructional Technology in Classrooms	3
Term Credit Hours		16
Year 2		
Fall		
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
MATH 1013	Elements of Statistics (or Introductory Course in Statistics Approved by Advisor) ¹	3
ECON 1102	Microeconomic Principles	3
SPED 2231	Introduction to Inclusive Education ¹	3
Select one of the following:		3
LGLS 1102	Law of Contracts	

LGLS 1112	Law for Business	
	Term Credit Hours	15
Spring		
EDUC 1255	Inclusive Education for a Diverse Society	3
EDUC 2109	Adolescent Development for Educators ¹	3
EDUC 2296	Effective Teaching: Theory and Practice [WI]	3
CTE 3103	Curriculum in Career and Technical Education	3
MKTG 2101	Marketing Management	3
	Term Credit Hours	15
Year 3		
Fall		
GenEd Breadth Course		3
GenEd Breadth Course		3-4
ENES 3338	Foundations of Language Teaching: Teaching English Language Learners in Grades 4 to 12 (Restrictions: Candidacy Required)	3
CTE 4324	Industry-Based Coordination Methods for Work-Based Learning	3
MKTG 3501	Integrated Marketing Communications	3
	Term Credit Hours	15
Spring		
CTE 3372	Project-Based Technical Instruction for Children	3
EDUC 4111	Classroom and Conflict Management in Grades 4 through 12	3
CTE 4331	Industry-Based Instructional Methods for Work-Based Learning	3
ENGR 3033	Entrepreneurial Engineering	3
MKTG 3596	Consumer and Buyer Behavior [WI]	3
	Term Credit Hours	15
Year 4		
Fall		
BSED 3241	Methods of Teaching Microcomputer Applications (Restrictions: Candidacy Required)	3
SECE 3796	Differentiated Literacy Instruction in the Disciplines, 7-12 [WI] (Restrictions: Candidacy Required)	3
MKTG 3504	Sales and Sales Management	3
MKTG 3553	International Marketing	3
Select one of the following:		3
CTE 4285	Industry Education Capstone and Field Experience for Work-Based Learning	
CTE 3389	Supervised Work Experience ²	
	Term Credit Hours	15
Spring		
SECE 4801	Senior Seminar and Performance Assessment in Secondary Education	3
SECE 4688	Student Teaching in Secondary Education	9
EDUC 2306	Assessment and Evaluation	3
	Term Credit Hours	15
	Total Credit Hours:	122

¹ Course that must be successfully completed to be eligible for Candidacy approval.

² Marketing Education majors are also eligible for the Cooperative Education Certificate provided they can document wage earning experience.