



**Department of Management, Marketing and
Administrative Communication
College of Business & Technology**

Business and Marketing Education

Finding Your Niche

Are you interested in making a difference in the lives of those around you? Do you enjoy motivating others to succeed? Are you challenged to dedicate your life in service to those who may need a guiding hand? Do you believe that opportunities exist for worthwhile careers in business if young people have the skills to compete for the jobs? If you respond positively to these questions, you might have discovered that your niche can be found in teaching business and marketing courses!

Considering Career Opportunities

A Bachelor of Science Degree in Business and Marketing Education provides you with certification to teach comprehensive business courses in grades 5 through 12. The job outlook for teaching careers in middle and secondary schools is very good. Currently, many teachers are reaching retirement age, and school systems are actively seeking qualified business education teachers. Many students also pursue graduate study or field experience that may qualify them to teach in federally supported vocational business education programs and community college programs.

Getting Started for Success

In addition to general education requirements and business core requirements, business and marketing education majors take a variety of skills, marketing, and related business courses. This background helps ensure your success as a teacher and helps prepare you to enhance your career through the Masters degree. All courses are taught by experienced, knowledgeable faculty in a small classroom environment. Learning is viewed as a hands-on process as skills are developed through practical business applications.

Staying the Course

Students are encouraged to interact with faculty both in and out of the classroom. Faculty serve as advisors to students in the Business and Marketing Education program, and graduates of these programs have rated these services as very helpful. You may also choose to participate in Phi Beta Lambda, an active business student organization, and Pi Omega Pi, an honorary business education group. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the Professional Skills Conference that are structured to provide additional professional experiences outside of the traditional classroom.

Suggested First Semester/First Year

BTO 100 Academic Orientation	1
MAT 107 College Algebra	3
SOC 131 Introductory Sociology	3
Block IA ENG 101	3
CIS 212 or CSC 104	3
Block VI Wellness	3
Total Hours:	16

For More Information

Office of Admissions
SSB CPO 54
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
800-465-9191
859-622-2106
www.eku.edu

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521 Lancaster Avenue
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859-622-1377
www.management.eku.edu
www.management.eku.edu/faculty.html
www.people.eku.edu/AwangF/ACSProg/ACSDefault.htm

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



University requirements for: **Business and Marketing Education/Teaching (B.S.)**

Total Required Courses University Requirements (1 hour)

BTO 100 (Academic Orientation).

General Education Requirements (36 hours)

Courses selected from Communication, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

Supporting Course Requirements (12 hours)

Calculus or College Algebra, Principles of Economics I and II, and Computer Literacy.

Teacher Education Requirements (31 hours)

Introduction to Education; Schooling and Society; Human Development and Learning; Assessment in Education; Secondary Curriculum Classroom Organization, and Management; Supervised Student Teaching in the Secondary School; Teaching Business in Middle and Secondary Schools; and Exceptional Learners in Inclusive Classrooms.

Business Core Requirements (15 hours)

Management Information Systems, Business Finance I, Legal and Ethical Environments of Business, Principles of Management, and Business Statistics I.

Major Requirements (31 hours)

Introduction to Financial and Managerial Accounting, Financial Accounting Cycle, Introduction to Business, Word Processing Applications, Professional Communication, Desktop Publishing for the Business Office, Web Design for Offices, Principles of Marketing, Management Science, and three hours from Retailing, Personal Selling, Advertising, or International Marketing.

Free Electives (2 hours)

Total Curriculum Requirements (128 hours)

EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about ECU, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend. Every college and university touts facilities, but few can match the accolades of our faculty. At ECU you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

ECU graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

We hope you'll see that from our view there no limitations, just possibilities.

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

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