

BACHELOR OF SCIENCE—Occupational and Technical Studies
Marketing Education Emphasis
OLD DOMINION UNIVERSITY
2004-2006 Catalog

NAME: _____
UIN: _____
PHONE: _____

Admission. For admission to the bachelor’s degree teacher licensure programs in marketing education students must (1) complete at least one semester at Old Dominion University, (2) achieve a minimum grade point average of 2.75 on undergraduate course work completed at the time of application to the major with no grade less than C- in the major and the professional education core, (3) achieve passing scores on the Praxis I Academic Skills Assessment prior to enrollment in education practicum course (OTED 408), (4) present written recommendations from two faculty members from the Occupational and Technical Studies Department, and (5) have an interview with the program leader.

Continuance. Students in the teacher licensure programs must (1) satisfy University requirements; (2) maintain a 2.75 overall grade point average with no grade less than C- in the content area or the professional education core; and (3) successfully complete OTED 297 and a student teaching interview.

Graduation. Requirements for graduation include passage of the Exit Examination of Writing Proficiency; completion of the Senior Assessment; a minimum 2.75 grade point average overall and in the major, with no grade less than a C- in the major, minor, and professional education core; and completion of a minimum of 120 credit hours. In order to obtain a Virginia teaching license, all teacher education students must attain passing scores on the appropriate PRAXIS II specialty area tests. A list of the passing scores established by the Virginia Department of Education is available on the Virginia Department of Education website or the Office of Teacher Education Services, Education Building room 152.

* Must have C or better to transfer even with AS degree from a Virginia Community College.

LOWER DIVISION GENERAL EDUCATION

Written Communication

ENGL 110C _____ 3 _____

ENGL 111C, 131C or HIST 111C,
 PHIL 111C _____ 3 _____

Oral Communication

COMM 101R, 103R, or 112R _____ 3 _____

Mathematics

MATH 101M, 102M, 162M or
 STAT 130M _____ 3 _____

Foreign Language

Proficiency through 102F _____ 0-6 _____

Computer Skills

OTS 251D required _____ 3 _____ *

Fine and Performing Arts

ART 121A, MUSC 264A, DANC 185A, THEA 241A _____ 3 _____

History

HIST 101H, 102H, 103H, 104H, or 105H _____ 3 _____

Literature

ENGL 112L, 144L, or FLET 100L _____ 3 _____

Philosophy

PHIL 110P, 120P, or 150P _____ 3 _____

Natural Science and Technology Two semester sequence Natural Science-8 hours. Additional 3 credits hours satisfied in the major by OTS 370T. _____ 4 _____

Social Science

ECON 200S _____ 3 _____ *

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 Contemp Org/Mgmt _____ 3 _____
 OTS 370T Tech & Society (WI) _____ 3 _____
 MKTG 402 Consumer Behavior _____ 3 _____
 MKTG 412 Retail Marketing _____ 3 _____
 or OTS 309 Merchandise Marketing _____ 3 _____
 OTS 415 Adv Merchandising _____ 3 _____
 OTS 430 Tech Appl in Training _____ 3 _____

Marketing Education Teaching Courses (34 Hours)

ESSE 413 Fund of Human Devel _____ 3 _____
 OTED 297 Observ & Participation _____ 1 _____ *
 OTED 400 Instruc Systems Devel _____ 3 _____
 OTED 401 Found of Voca Ed _____ 3 _____
 OTED 403 Methods in Voca Ed _____ 3 _____
 OTED 408 Adv Clrm Issues/Prac _____ 3 _____
 OTED 485 Student Teaching _____ 12 _____
 OTS 405 Directed Work Exper _____ 3 _____
 OTS 450 Assmt, Eval&Improve _____ 3 _____

UPPER DIVISION GENERAL EDUCATION

Option A. Approved Minor, 12-24 hours; also second degree or second major.

Option B. Cluster, 9 hours (3 hours may be in the major area of study.)

