

BACHELOR OF SCIENCE—Occupational and Technical Studies
Marketing Education Emphasis
OLD DOMINION UNIVERSITY
2006-2008 Catalog

NAME: _____
UIN: _____
PHONE: _____

Admission. Students applying for admission to the teacher education programs in marketing education and technology education must (1) complete at least one semester at Old Dominion University, (2) have a 2.75 grade point average overall, in the major, and in the professional education core with no grade less than C- in all courses taken in the major and in the professional education core, (3) have passed PRAXIS I or achieved State Board of Education approved scores on the SAT or ACT, (4) present written recommendations from two faculty members from the Occupational and Technical Studies Department, and (5) have an interview with the program leader. Although students may enroll in a limited number of education courses, admission into the teacher education program and passing PRAXIS I scores or approved equivalent test scores must be on file in the Teacher Education Services Office prior to students enrolling in any professional education practicum course (OTED 408).

Continuance. Student in marketing education and technology education licensure programs must (1) satisfy University requirements, (2) continue to maintain a 2.75 grade point average overall, in the major, and in the professional education core with no earned grade less than C- in all courses taken in the major and in the professional education core, and (3) successfully complete OTED 297 and a student teaching interview. Students in non-teacher education majors must (1) satisfy University requirements, (2) maintain a 2.00 overall grade point average, and (3) maintain a 2.00 grade point average in major courses.

Assessments required for teacher education programs and licensure. In order to obtain a Virginia teaching license, all teacher education students must attain passing scores on the appropriate teacher licensure exams. Students who complete their programs after December 1, 2006 are required to take the Virginia Communication and Literacy Assessment (VCLA) to be eligible for licensure. The VCLA should be taken during the semester of student teaching. It is recommended that the VCLA be taken after students have completed their English and reading course requirements. In addition, all students must take and pass the Exit Examination of Writing Proficiency to be eligible for student teaching. The University recommends that students take this exam in their junior year. All students will take and attain a passing score on the appropriate PRAXIS II specialty test in order to be eligible for student teaching and licensure. Score reports of all examinations must be on file in the Teacher Education Services Office in room 152 of the Education Building.

Exit. Students in marketing education and technology education licensure programs must have (1) a 2.75 grade point average overall, in the major, and in the professional education core, (2) earned a passing grade in student teaching, (3) complete the senior assessment, and (4) earn a minimum 123 credit hours.

NOTE: Due to changing University requirements, national accreditation standards, and Commonwealth licensure regulations, the programs in the Darden College of Education are under constant revision. Any changes resulting from these factors supersede the program requirements described here or in the University catalog. Students should obtain current program information from their academic advisor and the Darden College of Education website at <http://www.education.odu.edu>.

LOWER DIVISION GENERAL EDUCATION

Written Communication

ENGL 110C _____ 3 _____
 ENGL 111C or 131C _____ 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,
 COMM/THEA 270A _____ 3 _____

History

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

Literature

ENGL 112L, 144L, or FLET 100L
 Or GEN 101 (required for all students) _____ 3 _____

Philosophy

_____ 3 _____

PHIL 110P, 120P, or 150P

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

Social Science

ECON 200S _____ 3 _____ *

Technical Content Courses (39 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 _____
 OTS 415 Adv Merchandising _____ 3 _____
 OTS 430 Tech Appl in Training _____ 3 _____
 OTS 480 Sr. Proj: Merchandise Retail _____ 3 _____

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

Marketing Education Teaching Courses (37 Hours)

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

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.)
