

BUSINESS EDUCATION- MARKETING EDUCATION EMPHASIS (BSE)

Licensure

Code	Title	Units
Licensure Requirements - 37 units		
EDFOUND 212	EDUCATIONAL PSYCHOLOGY	3
EDFOUND 425	MEASUREMENT AND EVALUATION IN THE SECONDARY SCHOOL	3
EDFOUND 243	FOUNDATIONS OF EDUCATION IN A PLURALISTIC SOCIETY	3
SECNDED 440	METHODS OF TEACHING MARKETING EDUCATION	2
SECNDED 441	METHODS OF TEACHING ACCOUNTING	3
SECNDED 442	METHODS OF TEACHING COMPUTER APPLICATIONS AND PROGRAMMING	2
SECNDED 444	METHODS OF TEACHING BASIC BUSINESS SUBJECTS	2
SECNDED 466	LITERACY IN THE DISCIPLINES	3
EDFNDPRC 210	INTRODUCTION TO EDUCATION AND TEACHING	3
Student Teaching:		14
A. Select 2 units of the following:		
CIFLD 402	DIRECTED TEACHING - ALTERNATIVE PLACEMENT MIDDLE SCHOOL	
CIFLD 404	DIRECTED TEACHING - ALTERNATIVE PLACEMENT SECONDARY SCHOOL	
B. Select 12 units from the following:		
CIFLD 414	DIRECTED TEACHING-SECONDARY (6-12 units)	
CIFLD 412	DIRECTED TEACHING-MIDDLE SCHOOL (6-12 units)	
CIFLD 492	FIELD STUDY	3
SPECED 205	INTRODUCTION TO SPECIAL EDUCATION	3
Select 0-2 units of the following:		0-2
CIFLD 413	DIRECTED TEACHING FOR SPECIAL MINORS	
Total Units		44-46

Major

Code	Title	Units
Major Requirements - 38 units		
ACCOUNT 244	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ITSCM 280	INTRODUCTION TO INFORMATION SYSTEMS	3
MARKETNG 361	INTERNATIONAL MARKETING	3
CIBME 300	INTRODUCTION TO BUSINESS AND MARKETING EDUCATION	3
BEINDP 290	BUSINESS WRITING	2

CIGENRL 460	PRINCIPLES OF CAREER AND TECHNICAL EDUCATION	2
CIGENRL 461	ORG, ADMIN, AND COORDINATION OF WORK-BASED LEARNING PROGRAMS	3
MARKETNG 311	PRINCIPLES OF MARKETING	3
MANGEMNT 310	ORGANIZATION AND MANAGEMENT	3
RECREATN 388	SPECIAL EVENTS MANAGEMENT	3
Select 3 units from each of the following groups:		9

A.		
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	
MARKETNG 352	SOCIAL MEDIA AND INTERACTIVE MARKETING	
B.		
CIBME 470	DIRECTED OCCUPATIONAL PRACTICE	
MARKETNG 337	RETAIL MANAGEMENT	
C.		
MARKETNG 360	ENTREPRENEURIAL MARKETING	
MANGEMNT 386	ENTREPRENEURSHIP. BUSINESS FEASIBILITY	
MANGEMNT 485	PROFESSIONAL SERVICES ENTREPRENEURSHIP	
Select 0-3 elective business units except ECON 201 and ECON 202		0-3
Total Units		38

Code	Title	Units
Unique Requirements		
ECON 201	PRINCIPLES OF MICROECONOMICS	3
ECON 202	PRINCIPLES OF MACROECONOMICS	3
COMPSCI 162	COMPUTER APPLICATIONS	3

The Business Education Marketing Education Comprehensive major allows the students to obtain two Department of Public Instruction licensures-250 Business and 285 Marketing. School districts favor this combination as it gives them flexibility in staffing.