



MISSOURI DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION
OFFICE OF EDUCATOR QUALITY – EDUCATOR PREPARATION

MARKETING, GRADES 9-12

EDUCATOR PREPARATION PROGRAM NAME
LINDENWOOD UNIVERSITY

EDUCATOR PREPARATION PROGRAM CODE
018759

INSTRUCTIONS

Please complete Educator Preparation Program (EPP) Name & EPP Code above.

Certification Requirements:

- Course Number – List the course number(s) for the course(s) or groups of competencies that align with the specific section of the requirements. It is possible to have more than one course or group listed.
- Course Title – List the course title(s) for the course(s) or groups of competencies that align with the specific section of the requirements. It is possible to have more than one course or group listed.
- Semester Hours – List the number of semester hours for each specific section. It is possible to use decimals (to the nearest tenth) to indicate partial use of a course to meet a requirement. The total number of semester hours must meet or exceed the minimum required number of semester hours.

Email the completed cover sheet, curriculum matrix, and advising/program information to DESE.MoSPETransition@dese.mo.gov on or before the date established in the Transition Plan.

QUESTIONS: Contact Educator Preparation, 573-751-1668 or DESE.MoSPETransition@dese.mo.gov

A. Professional Requirements (Minimum of 26 semester hours)

1. Content Planning and Delivery

	Course Number	Course Title	Semester Hours
a. Curriculum and Instructional Planning	EDU 32100	Middle School/High School Classroom Teaching and Technology	3
b. Instructional Strategies and Techniques in Content Area Specialty	EDU 36600	Secondary Methods of Teaching Marketing	3
c. Assessment, Student Data, and Data-Based Decision-Making	EDU 40400	Advanced Measurement and Evaluation to Enhance Learning	3
d. Strategies for Content Literacy	EDU 38700	Reading/Writing Across the Curriculum	3
	OR	OR	
	EDU 30700	Reading in the Content Area	3
	OR	OR	
	EDU 30710	Content Literacy for Diverse Learners	3
	OR	OR	
e. Critical Thinking and Problem Solving	EDU 30705	Methods of Teaching Reading in the Content Area	3
f. English Language Learning	EDU 32100	Middle School/High School Classroom Teaching & Technology	3
	EDU 34300	Middle School/High School Differentiation and Classroom Management	3
	EDU 30710	Content Literacy for Diverse Learners	3

2. Individual Student Needs

	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	EDU 20200	Psychology of Teaching and Learning	3
b. Psychology/Education of the Exceptional Child	EDU 34100	Education of the Exceptional Child	3
c. Differentiated Learning	EDU 32100	Middle School/High School Classroom Teaching & Technology	3
	EDU 34300	Middle School/High School Differentiation and Classroom Management	3
d. Classroom Management	EDU 32100	Middle School/High School Classroom Teaching & Technology	3
	EDU 34300	Middle School/High School Differentiation and Classroom Management	3
e. Cultural Diversity	EDU 10000	Orientation to Educational Experiences	3
	EDU 30710	Content Literacy for Diverse Learners	3
f. Educational Psychology	EDU 20200	Psychology of Teaching and Learning	3

3. Schools and the Teaching Profession			
	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	EDU 32100	Middle School/High School Classroom Teaching and Technology	3
	EDU 34300	Middle School/High School Differentiation and Classroom Management	3
	EDU 40400	Advanced Measurement and Evaluation to Enhance Learning	3
b. Legal/Ethical Aspects of Teaching	EDU 10000	Orientation to Educational Experiences	3
	EDU 32100	Middle School/High School Classroom Teaching and Technology	3
	EDU 40400	Advanced Measurement and Evaluation to Enhance Learning	3
4. Secondary Literacy (Minimum of six semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	EDU 38700	Reading/Writing Across the Curriculum	3
b. Instructional Interventions for Students with Reading Deficits	EDU 30710	Content Literacy for Diverse Learners	3
Professional Requirements - Total Semester Hours			27
B. Field and Clinical Experiences (Minimum of ten semester hours)			
	Course Number	Course Title	Semester Hours
1. Early Field Experiences (Minimum of one semester hour with a minimum of 30 clock hours)	EDU 11100	School Observation	1
2. Mid-Level Field Experiences (Minimum of one semester hour with a minimum of 45 clock hours)	EDU 38000	Pre-student Teaching Practicum	1
3. Culminating Clinical Experiences (Minimum of eight semester hours with a minimum of 12 weeks in one placement)	EDU 40400	Field Experience: Student Teaching	12
Field and Clinical Experiences - Total Semester Hours			14
C. Marketing Content Knowledge Area (minimum of 36 semester hours)			
1. Management or Business Administration (3 semester hours)	Choose one of the following:		
	MGMT 16022 Intro to Business and Free Enterprise		3
	MGMT 46082 Management Policy		3
	MGMT 56030 Management Practices		3
	MGMT 36042 Principles of Supply Chain Management		3
2. Economics (6 semester hours)	ECON 23020 Principles of Microeconomics		3
	ECON 23030 Principles of Macroeconomics		3
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)	Choose three of the following:		
	MGMT 26032 Principles of Management		3
	MGMT 26061 Business Law I		3
	MGMT 36033 Business Analytics I		3
	EDU 57300 Implementing Vocational Business Education Programs		3
4. Marketing (suggested areas: Distribution, Financing, Marketing-information Management, Promotion, Selling, Product/ Service Management, International Marketing, and E-commerce Marketing) (15 semester hours)	MGMT 36042 Principles of Supply Chain Management		3
	MRKT 35010 Principles of Marketing		3
	AND		
	12 credit hours from the following:		
	INTL 48010 International Marketing		12
	MRKT 35020 Marketing Information and Research		
	MRKT 35030 Pricing Strategy and Negotiation		
	MRKT 35040 Advertising and Promotional Strategy		
	MRKT 35050 Selling		
	MRKT 35060 Product Management		
	MRKT 45060 Marketing Communications		
	MRKT 45070 Consumer Behavior		
SPMGT 37040 Sport Marketing and Promotion			
5. Coordination of Cooperative Education (3 semester hours)	EDU 36500 Coordination of Cooperative Education		3
	Content Knowledge Area - Total Semester Hours		
			36

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