



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

MARKETING, GRADES 9-12

EDUCATOR PREPARATION PROGRAM NAME Missouri Baptist University	EDUCATOR PREPARATION PROGRAM CODE 041538
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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	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
b. Instructional Strategies and Techniques in Content Area Specialty	EDMS 403/503	Teaching Business and Marketing Education: Seminar and Field Experience	3
c. Assessment, Student Data, and Data-Based Decision-Making	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
d. Strategies for Content Literacy	EDRD 423/523	Integration of Literacy in the Content Areas	2
e. Critical Thinking and Problem Solving	EDUC 201	Professional Growth and Folio Development I	1
	EDUC 303	Methods of Teaching and Differentiated Instruction	1
	EDUC 373 OR EDUC 573	Technology and Instructional Media OR Applications of Technology for Teaching and Learning	3
f. English Language Learning	EDUC 203	Teaching in a Diverse Society: Seminar and Field Experience	1
	EDRD 423/523	Integration of Literacy in the Content Areas Students transferring in a course for EDRD 423/523 which does not include a field experience working with English language learners must complete EDCL 420/520 Field Experience with English Language Learners.	1

2. Individual Student Needs

	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	PSYC 313 OR	Human Growth and Development OR	3
	PSYC 553	Advanced Human Development	1
	EDPS 383	Psychology of Teaching and Learning	1
	EDPS 453/553	The Exceptional Child	1
b. Psychology/Education of the Exceptional Child	EDPS 453/553	The Exceptional Child	2
c. Differentiated Learning	EDUC 303	Methods of Teaching and Differentiated Instruction	2
d. Classroom Management	ETOP 423/523	Classroom and Behavior Management	2
e. Cultural Diversity	EDUC 203	Teaching in a Diverse Society: Seminar and Field Experience Students transferring in a course for EDUC 203 which does not include an embedded diversity field experience, must complete EDCL 200 Teaching in a Diverse Society Field Experience.	2

f. Educational Psychology	EDPS 383	Psychology of Teaching and Learning	1
3. Schools and the Teaching Profession			
	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	ECTA 323	Curriculum, Assessment, and Data-based Decision Making	1
	EDPS 383	Psychology of Teaching and Learning	0.5
	EDUC 210 AND 410/510	Teaching Field Experience I and II Seminar	0
	EDUC 401	Professional Growth and Folio Development II	1
	ETOP 423/523	Classroom and Behavior Management	0.5
b. Legal/Ethical Aspects of Teaching	EDPS 383	Psychology of Teaching and Learning	0.5
	EDUC 410/510	Teaching Field Experience II Seminar	0
	ETOP 423/523	Classroom and Behavior Management	0.5
4. Secondary Literacy (Minimum of 6 semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	EDRD 423/523	Integration of Literacy in the Content Areas	3
b. Instructional Interventions for Students with Reading Deficits	EDRD 463/563	Reading and Writing Strategies for Middle/Secondary Content Areas	3
Professional Requirements - Total Semester Hours			35
B. Field and Clinical Experiences (Minimum of 10 semester hours)			
	Course Number	Course Title	Semester Hours
1. Early Field Experiences (Minimum of 1 semester hour with a minimum of 30 clock hours)	EDCL 211	Teaching Field Experience I	1
	EDUC 210	Teaching Field Experience I Seminar	0
2. Mid-Level Field Experiences (Minimum of 1 semester hour with a minimum of 45 clock hours)	EDCL 411/511	Teaching Field Experience II	1
	EDUC 410/510	Teaching Field Experience II Seminar	0
3. Culminating Clinical Experiences (Minimum of 8 semester hours with a minimum of 12 weeks in 1 placement)	ESCL 4712/5712	Student Teaching: Secondary	12
	EDUC 471	Student Teaching Seminar	1
Field and Clinical Experiences - Total Semester Hours			15
C. Marketing Content Knowledge Area (Minimum of 36 semester hours)			
	Course Number	Course Title	Semester Hours
1. Management or Business Administration (3 semester hours)	MGMT 303	Management Concepts and Practices	3
2. Economics (6 semester hours)	ECON 113	Macroeconomics	3
	ECON 123	Microeconomics	3
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)	BUSN 353	Communication Strategies in Business	3
	OR ENGL 433	Business Writing	
	BUSN 413	Business Law I	3
	OR BUSN 423	Business Law II	
	ENTR 303	Intro to Entrepreneurship	3
4. Marketing (suggested areas (1) Distribution, (2) Financing, (3) Marketing-Information Management, (4) Promotion, (5) Selling, (6) Product/Service Management, (7) International Marketing, and (8) E-Commerce Marketing) (15 semester hours)	MRKT 313	Introduction to Marketing	3
	Plus 12 hours from the following:		
	MRKT 363	Market Management	3
	MRKT 373	Market Research	3
	MRKT 383	Consumer Behavior	3
	MRKT 403	International Marketing	3
	MRKT 413	Digital and Social Media Marketing	3
	SMGT 373	Sport Marketing	3
5. Coordination of Cooperative Education (3 semester hours)	EDMS 413/513	Coordination of Cooperative Education	3
Content Knowledge Area - Total Semester Hours			36

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