



College of Business

2023 – 2024

General Business

B.B.A. Degree

Business and Marketing Education/Teaching Concentration

Are you interested in making a difference in the lives of those around you? Do you enjoy motivating others to succeed? Are you challenged to dedicate your life in service to those who may need a guiding hand? Do you believe that opportunities exist for worthwhile careers in business if young people have the skills to compete for the jobs? If you respond positively to these questions, you might have discovered that your niche can be found in teaching business and marketing courses!

Considering Career Opportunities

A Bachelor of Science Degree in Business and Marketing Education provides you with certification to teach comprehensive business courses in grades 5 through 12. The job outlook for teaching careers in middle and secondary schools is very good. Currently, many teachers are reaching retirement age, and school systems are actively seeking qualified business education teachers. Many students also pursue graduate study or field experience that may qualify them to teach in federally supported vocational business education programs and community college programs.

Getting Started for Success

In addition to general education requirements and business core requirements, business and marketing education majors take a variety of skills, marketing, and related business courses. This background helps ensure your success as a teacher and helps prepare you to enhance your career through the master's degree. All courses are taught by experienced, knowledgeable faculty in a small classroom environment. Learning is viewed as a hands-on process as skills are developed through practical business applications.

Staying the Course

Students are encouraged to interact with faculty both in and out of the classroom. Faculty serve as advisors to students in the Business and Marketing Education program, and graduates of these programs have rated these services as very helpful. You may also choose to participate in Phi Beta Lambda, an active business student organization, and Pi Omega Pi, an honorary business education group. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

For More Information

College of Business
214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
<https://business.eku.edu/>

Students interested in a business & marketing education/teaching major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



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Suggested Curriculum Guide for Business & Marketing Education/Teaching Concentration

Freshman (1st Semester) 16 hrs

BUS 100* (1) Professional Development Series
BUS 101 Nature of Business
CED 100 (0) Clinical I: Intro to the Education Profession
EDF 203 Educational Foundations
E-1A* ENG 101
E-2 MAT 112A/B, 114 Algebra & Applications or **MAT 211** Calculus
E-6 SED 104 Special Education Introduction

Sophomore (1st Semester) 16 hrs

BUS 200 (1) Professional Development Series
CED 200 (0) Clinical II: Understanding the Learner
EDF 219 Human Development and Learning
BUS 207 Fundamentals of Interpersonal Business Communication
BUS 209 Fundamentals of Financial & Managerial Accounting
CCT 270 Entrepreneurship
ECO 230 Fundamentals of Microeconomics (Element 5B)

Junior (1st Semester) 16.5 hrs

CED 300 (0.5) Clinical III: Curriculum and Instructional Design
EDC 300 Differentiation in Inclusive Classrooms
EMS 300W Curriculum and Instructional Design
BUS 300 (1) Professional Development Series
BUS 204 Fundamentals of Business Law and Ethics
BUS 305 Essentials of Marketing
BUS 303 Essentials of Organizational Behavior and

HR

Senior (1st Semester) 17 hrs

BUS 400 (1) Professional Development Series
CED 450 (1) Clinical V: Practicing Teaching
ESE 573 Teaching Business and Marketing in Middle and Secondary Schools
BUS 402 Integrated Business Management
MKT Upper Division Course
E-6 Diversity
E-4A Biological or **E4B** Physical Lab Science

*Course must be taken in semester indicated.

Freshman (2nd Semester) 18 hrs

BUS 206 Fundamentals of Problem Solving with Excel
E-1B* ENG 102
E-1C CMS 100 or 210
E-3B Humanities
E-3A Arts
E-4A Biological or **E4B** Physical Lab Science

Sophomore (2nd Semester) 17 hrs

E-5A History
BUS 301 Essentials of Formal Business Communication
ECO 231 Fundamentals of Macroeconomics
EDF 204 (2) Emerging Instructional Technologies
STA 260 Business Statistics
BUS 304 Essentials of Management Information Systems

Junior (2nd Semester) 15.5 hrs

CED 400 (0.5) Clinical IV: Diagnosis and Prescription
EDF 413 Assessment in Education
EMS 490 Classroom & Behav MGT
BUS 302 Essentials of Finance
CCT 304S Applied Entrepreneurship and Service Learning
BUS 306 Essentials of Operations and Supply Chain

Senior (2nd Semester) 12 hrs

CED 499 (9) Clinical VI: The professional Seminar
EMS 474 Disciplinary Literacy

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.