

DEPARTMENT OF BUSINESS EDUCATION  
**MARKETING CONCENTRATION**

Departmental Course Check

Student \_\_\_\_\_ Major: **Voc. Business Education—Data Processing**  
 Student Number \_\_\_\_\_ Date First Enrolled \_\_\_\_\_

Freshman Year

<u>Course and Number</u>	<u>Description</u>	<u>Credits</u>
<u>First Semester</u>		
_____ ENGL 100	Ideas and Their Expressions I	3
_____ MATH 111	College Algebra and Trigonometry	4
_____ Natural Science Electives <sup>1</sup>		4
_____ HPED 200	Personal Health	2
_____ BUAD 220	Business Environment	3
		16
<u>Second Semester</u>		
_____ ENGL 101	Ideas and Their Expression II	3
_____ MATH 112	Calculus for Non-Math Majors	4
_____ Natural Science Electives <sup>2</sup>		3
_____ PSYC 320	General Psychology	3
_____ BUED 334	Microcomputer Usage in Business	3
_____ HPED Elective		1
		17

Sophomore Year

<u>First Semester</u>		
_____ ENGL 200	Survey of Humanities I	3
_____ ACCT 221	Accounting I	3
_____ ECON 200	Principles of Economics (Micro)	3
_____ ECON 305	Elementary Statistics	3
_____ CUIN 102	Introduction to Teacher Education	2
_____ BUED 339 <sup>3</sup>	Information Processing Applications	3
		17
<u>Second Semester</u>		
_____ ACCT 222	Accounting II	3
_____ SPCH 250	Speech Fundamentals	3
_____ ENGL 201	Survey of Humanities II	3
_____ ECON 201	Principles of Economics (Macro)	3
_____ ECON 310	Advanced Statistics	3
_____ BUAD 341	Intro to Management Info Systems	3
		18

<sup>1</sup>Recommended Courses: BIOL 100-Biological Science; BIOL 140 General Botany; BIOL 160-General Zoology; CHEM 101-111 General Chemistry and Lab; CHEM 100-110-Physical Science and Lab.

<sup>2</sup>Recommended Courses: EASC 201-The Earth-Man's Environment; PHYS 101-Introduction to Astronomy; PHYS 110-111-Survey of Physics and Lab.

<sup>3</sup>Students who do not pass the Proficiency Test in keyboarding should enroll in BUED 301, the prerequisite for BUED 339.

## Junior Year

### First Semester

_____	CUIN 301	Phil. & Socio. Found. of Education	2
_____	BUED 342	Business Programming	3
_____	<b>BUAD 422</b>	<b>Management Concepts</b>	<b>3</b>
_____	<b>BUAD 430</b>	<b>Marketing Concepts</b>	<b>3</b>
_____	BUAD 481	Management Science	3
_____	BUED 360	Business Communication	3
_____	BUED 670	Directed Work Experience	<u>1</u>
			18

### Second Semester

_____	<b>BUAD 432</b>	<b>Consumer Behavior</b>	<b>3</b>
_____	<b>BUAD 435</b>	<b>Selling &amp; Sales Management</b>	<b>3</b>
_____	<b>BUAD 425</b>	<b>Entrepreneurship</b>	<b>3</b>
_____	BUAD 453	Business Finance	3
_____	BUED 671	Directed Work Experience	1
_____	CUIN 400	Psych. Found. of Educ. Growth and Devel.	<u>3</u>
			16

## Senior Year

### First Semester

_____	<b>BUAD 438</b>	<b>Marketing Communications</b>	<b>3</b>
_____	<b>BUAD 461</b>	<b>Legal Environment of Business</b>	<b>3</b>
_____	BUAD 520	Strategic Management	3
_____	BUED 575	Methods of Teaching the Business Subjects	3
_____	BUED 682	Administration and Supervision	<u>3</u>
			15

### Second Semester

_____	CUIN 500	Principles and Curricula of Secondary Schools	3
_____	CUIN 560	Observation and Student Teaching	6
_____	CUIN 624	Teaching Reading in Secondary Schools	<u>3</u>
			12

***Total Credit Hours: 128***

### **MAJOR PROGRAM REQUIREMENTS**

### **SEMESTER HOURS**

BUAD 430	Marketing Concepts	3
BUAD 432	Consumer Behavior	3
BUAD 435	Selling & Sales Management	3
BUAD 438	Marketing Communications	3
BUAD 461	Legal Environment of Business	3
BUED 334	Microcomputer Usage in Business	3
BUED 342	Business Programming	3
BUED 360	Business Communication	3
BUED 575	Methods of Teaching Business Subjects	3
BUED 682	Administration and Supervision	<u>3</u>
		30