

Business/Marketing Education

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PROGRAMS

Students interested in teaching can pursue a Bachelor of Science in Business/Marketing Education and a secondary teaching license through a joint program offered by the Digital Media Department and the School of Education. The Business/Marketing Education curriculum prepares students to teach information technology, multimedia, business, and marketing courses in the secondary schools. Secondary education teaching minors are also available in digital media, business information technology, basic business, and marketing.

BS in Business/Marketing Education

125 CREDITS

Matriculation Requirements:

- 1 Minimum ACT scores.
- 2 GPA of 2.75 or higher.
- 3 A CAPP written exam.
- 4 An interview directed by the Secondary Teacher Education Selection and Retention Committee.

General Education Requirements: 36 Credits

- ENGL 1010 Introduction to Writing 3.0
- ENGL 2010 Intermediate Writing--Humanities/Social Sciences 3.0

or ENGL 2020 Intermediate Writing--Science and Technology (3.0)

- MATH 1050 College Algebra 4.0

Complete one of the following: 3.0

- HIST 2700 US History to 1877 (3.0)
- and HIST 2710 US History since 1877 (3.0)
- HIST 1700 American Civilization (3.0)
- HIST 1740 US Economic History (3.0)

- POLS 1000 American Heritage (3.0)
 - POLS 1100 American National Government (3.0)
- Complete the following:
- PHIL 2050 Ethics and Values 3.0
 - HLTH 1100 Personal Health and Wellness (2.0)
 - or PES 1097 Fitness for Life 2.0
- Distribution Courses
- ECON 2020 Macroeconomics (fulfills Social/Behavioral Science) 3.0
 - Biology 3.0
 - Physical Science 3.0
 - Additional Biology or Physical Science 3.0
 - Humanities Distribution 3.0
 - Fine Arts Distribution 3.0

Discipline Core Requirements: 80 Credits

- EDSC 2540 Development of the Adolescent Student 2.0
- EDSC 3000 Educational Psychology 3.0
- EDSC 3050 Foundations of American Education 2.0
- EDSP 3400 Exceptional Students 2.0
- EDSC 4200 Classroom Management I 1.0
- EDSC 4250 Classroom Management II 1.0
- EDSC 4440 Content Area Reading and Writing 3.0
- EDSC 445G Multicultural Instruction ESL 2.0
- EDSC 4550 Secondary Curriculum Instruction and Assessment 4.0
- EDSC 4850 Student Teaching--Secondary (4.0) 8.0
- BMED 3700 Principles of Business/Marketing Education 3.0
- BMED 4200 Methods of Teaching Digital Technology 3.0
- BMED 4250 Methods of Teaching Business and Marketing 3.0
- BMED 4900 Business/Marketing Student Teaching Seminar 2.0
- DGM 1010 Basic Computer Applications 2.0
- DGM 2120 Web Essentials 3.0
- DGM 2360 Spreadsheet Applications 3.0
- DGM 2370 Database Applications 3.0
- DGM 3870 Graphic Applications 3.0
- DGM 3820 Presentation Applications 3.0
- DGM 3850 Desktop Publishing Skills 3.0
- ACC 2010 Financial Accounting 3.0
- ACC 2020 Managerial Accounting 3.0
- LEGL 3000 Business Law 3.0
- MGMT 2200 Business Communications 3.0
- ECON 2010 Microeconomics 3.0
- MGMT 3010 Principles of Management 3.0
- MGMT 3600 Principles of Marketing 3.0

Elective Requirements: 9 Credits

- Complete at least 9 credits from the following: 9.0
- FIN 1060 Personal Finance (3.0)
 - MGMT 3170 Entrepreneurship (3.0)
 - MGMT 3660 Internet Marketing (3.0)
 - MGMT 3650 Selling and Sales Management (3.0)
 - DGM 1110 Digital Media Essentials I (4.0)

Graduation Requirements:

- 1 Completion of the 125 semester credit hours required in the degree with at least 40 credit hours in upper-division courses.
- 2 Overall grade point average 2.75 or above with no grade lower than a "B-" in discipline core and elective courses.
- 3 Residency hours: Minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
- 4 Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.

NOTE: Students must pass a criminal background check at the beginning of the junior year.

NOTE: Participation in PBL or DEX is highly recommended for at least one semester since students will be involved with these student organizations during their teaching career.

Minor in Business Education 21-25 CREDITS

Matriculation Requirements:

- 1 Minimum ACT scores.
- 2 GPA of 2.75 or higher.
- 3 A CAPP written exam.
- 4 An interview directed by the Secondary Teacher Education Selection and Retention Committee.

- 5 Must be accepted into a Secondary Education major program.

Discipline Core Requirements: 3 Credits

- BMED 3700 Principles of Business/Marketing Education* 3.0

Emphasis:

Complete one of the following:

- Basic Business Core 21.0
- Business Information Technology 22.0
- Digital Media 22.0
- Marketing 18.0

Graduation Requirements:

- 1 Overall grade point average 2.75 or above with no grade lower than a B- in all discipline and specialty core courses.
- 2 Students are responsible for completing all prerequisite courses.
- 3 Fifty percent of the credits for the minor must be upper-division courses.

Notes:

- Students must pass a criminal background check at the beginning of the junior year.
- Participation in Phi Beta Lambda (PBL) or Delta Epsilon Chi (DEX) is recommended for one semester.
- Students will teach at least one business (or marketing if completing the Marketing emphasis) course during the student teaching experience.

Footnotes:

- * Courses requiring field experience

Emphasis in

Basic Business Core 21 Credits

Emphasis Requirements: 21 Credits

- BMED 4250 Methods of Teaching Business and Marketing* 3.0
 - ACC 2010 Financial Accounting 3.0
 - LEGL 3000 Business Law 3.0
- Complete at least 12 credits from the following courses 12.0
- ECON 2010 Microeconomics (3.0)
 - ECON 2020 Macroeconomics (3.0)
 - FIN 3100 Principles of Finance (3.0)
 - MGMT 2200 Business Communications (3.0)
 - MGMT 3010 Principles of Management (3.0)
 - MGMT 3600 Principles of Marketing (3.0)

Footnotes:

- * Courses requiring field experience

Emphasis in

Business Information Technology 22 Credits

Emphasis Requirements: 22 Credits

- BMED 4200 Methods of Teaching Digital Technology* 3.0
- DGM 1110 Digital Media Essentials I 4.0
- DGM 2120 Web Essentials 3.0
- DGM 2360 Spreadsheet Applications 3.0
- DGM 2370 Database Applications 3.0
- DGM 3820 Presentation Applications 3.0
- DGM 3850 Desktop Publishing Skills 3.0

Footnotes:

- * Courses requiring field experience

Emphasis in Digital Media 22 Credits

Emphasis Requirements: 22 Credits

- BMED 3700 Principles of Business/Marketing Education 3.0
- BMED 4200 Methods of Teaching Digital Technology 3.0
- DGM 1110 Digital Media Essentials I 4.0
- DGM 2120 Web Essentials 3.0
- DGM 2780 Authoring for the Internet I 3.0
- DGM 3780 Authoring for the Internet II 3.0
- DGM 3870 Graphic Applications 3.0

Footnotes:

- * Courses requiring field experience

Emphasis in Marketing 18 Credits**Emphasis Requirements:** 12 Credits

- BMED 4250 Methods of Teaching Business and Marketing * 3.0
- MGMT 3650 Selling and Sales Management 3.0
- MGMT 3600 Principles of Marketing 3.0
- MGMT 3660 Internet Marketing 3.0

Emphasis Elective Requirements: 6 Credits

Complete 6 credits from the following courses: 6.0

- MGMT 3170 Entrepreneurship (3.0)
- MGMT 3220 Retail Management (3.0)
- MGMT 3350 International Marketing (3.0)
- MGMT 3620 Consumer Behavior (3.0)
- MGMT 3670 Advertising and Promotion (3.0)
- HM 1010 Introduction to Hospitality Industry (3.0)
- HM 3710 Marketing of Hospitality Services (3.0)

For Economics Endorsement:

- ECON 2020 Macroeconomics (3.0)
- and ECON 2010 Microeconomics (3.0)

Footnotes:

- * Courses requiring field experience

Minor in Business**Information Technology** 24 CREDITS**Matriculation Requirements:**

- 1 Admitted to a bachelor degree program at UVU.

Discipline Core Requirements: 15 Credits

- DGM 2120 Web Essentials 3.0
- DGM 2360 Spreadsheet Applications 3.0
- DGM 2370 Database Applications 3.0
- DGM 3820 Presentation Applications 3.0
- DGM 3850 Desktop Publishing Skills 3.0

Elective Requirements: 9 Credits

Select 9 credits from the following: 9.0

- DGM 1110 Digital Media Essentials I (4.0)
- DGM 3220 Digital Media Project Management (3.0)
- DGM 3870 Graphics Applications (3.0)
- DGM 4350 Information Workflow Management (3.0)

Graduation Requirements:

- 1 Overall grade point average of 2.5 GPA in all discipline core and elective courses with no grade lower than a C-.
- 2 Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.

See Course Descriptions section of the catalog for detailed course information. This department manages the following course prefixes:

- BMED, Business/Marketing Education
- DGM, Digital Media