COURSE SYLLABUS
Adolescent, Career, and Special Education
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Office 3211 Alexander Hall
Phone: 270-762-4257

I. Title: Marketing Business/Marketing Education Programs

II. Catalog Description: This course is designed to provide the student with the tools to unite the goals of business education with the needs of the community.

III. Purpose: The purpose of this course is to provide the student with materials and ideas for promoting business education in secondary and post-secondary schools.

IV. Course Objectives: The objectives of this course are:
   A. To develop an understanding of how teachers may expand the horizons in business education to include elementary and middle level education.
   B. To develop an understanding of how teachers may expand the horizons in business education at the secondary level by implementing such innovations as your apprenticeship programs and applied academics.
   C. To develop an understanding of how business education prepares students for a changing work world.
   D. To develop an awareness of a culturally diverse workplace.
   E. To become familiar with relevant curriculum structures that meet the needs of students and the business community.
   F. To develop an awareness of the issues, trends, and problems in developing an effective rapport with counselors and administrators.
   G. To develop a strong commitment and teamwork on the part of all business educators, promote student organizations, and develop effective, on-going marketing strategies.

V. Course Content:
   A. Examination of how advertising and promotion are used in business education
   B. Examination of how public relations are used in marketing business education
   C. Examination of factors that influence the promotion of business education
   D. Development of an awareness of a culturally diverse workplace
   E. Development of an awareness of the issues, trends, and problems in developing an effective rapport with counselors and administrators.
   F. Development of a strong commitment and teamwork on the part of all business educators to promote business education

VI. Instructional Activities: Class discussion, class presentations on course content, library research, review of journal articles, internet references, and handouts.

VII. Field and Clinical, and/or Laboratory Experience: None
VIII. **Resources:** Resources available from libraries, National Business Education sources, and the Internet.

IX. **Grading Procedures:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Marketing Presentation</td>
<td>300</td>
</tr>
<tr>
<td>Journal Articles - to correspond with presentation (6)</td>
<td>150 <strong>points</strong></td>
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<tr>
<td>(articles must be current – 2001-2003)</td>
<td>450</td>
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**Grading Scale**

- **A** = 93 – 100  \[450-419\]
- **B** = 86 - 92   \[418-387\]
- **C** = 80 - 85   \[386-360\]
- **D** = 75 - 79   \[359-338\]

**Marketing Presentation** – You are to develop a complete package that will be used to promote business education classes at the middle school, high school, and/or community college. This presentation will include such items as brochures, posters, multi-media presentations, PowerPoint presentations, etc. to explain why business education is a vital part of the middle/secondary/community college curriculum.

The following audiences must be addressed in the promotion materials:

- **Middle School Students** – if you are currently teaching secondary or middle school
- **High School Students** – if you are currently teaching secondary or community college students
- **Community College Students** – if you are teaching community college students
- **Site-Based Councils** – middle school and secondary school teachers
- **Curriculum Committees** – middle school, secondary school, and community college teachers
- **Administrators** – middle school, secondary school, and community college teachers
- **Business People** – middle school, secondary school, and community college teachers
- **Parents** – middle school, secondary school, and community college teachers

You will present one, 30-minute oral presentation to the entire class. You decide which audience you are going to be addressing. This presentation MUST include a PowerPoint presentation and any other media you feel would effectively entice your audience. **REMEMBER – YOU ONLY HAVE 30 MINUTES FOR THIS.**
You must provide each member of the class a copy of all brochures, PowerPoint presentations (black and white copy), etc. In other words, each student will go home with numerous promotional plans depending on number of students in the class.

Journal Articles—Select six (6) articles (2001-2003) that relate to your oral presentation. You will provide each member of the class with a copy of the article.

Prepare a written, one-page review of each article that includes the following:

- Complete bibliographic listing
- Brief summary of the article
- Your opinion or reaction to the article

X. Attendance Policy:
This course adheres to the policy published in the MSU Graduate Bulletin. Students are expected to attend all class meetings. Students missing class for any reason should notify the professor in advance. Participants are expected to attend all scheduled class meetings, be prepared for class discussions by reading all assigned material, and participate actively in class activities.

XI. Academic Dishonesty Policy: (adopted by Board of Regents, February 14, 1975)
Cheating, plagiarism, (submitting another person’s material as one’s own), or doing work for another person which will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, term papers or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

Note: Faculty reserve the right to invalidate any examination or other evaluative measures if substantial evidence exists that the integrity of the examination has been compromised.

XII. References:
A. Marketing Business Education Publications – National Business Education Association

Websites:
http://www.teachbused.com/ - Teaching Business Education
http://www.nbea.org - National Business Education Association
http://www.acteonline.org/ - Association for Career and Technical Education
XIII. **Prerequisite:** Graduate Standing

XIV. **Other:**
You are required to join National Business Education Association (NBEA-$65) and Kentucky Business Education Association ($10).

A schedule for the semester is attached.

Students who have a disability should inform the instructor as soon as possible.

*Note: Dr. Richerson reserves the right to make any changes in course activities deemed necessary during the semester.*
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Thursday, June 12</td>
<td>Orientation, class expectations</td>
</tr>
<tr>
<td>Friday, June 13</td>
<td>Advertising and public relations and how to utilize both to promote</td>
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<tr>
<td></td>
<td>business education</td>
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<tr>
<td>Monday, June 16</td>
<td>Issues, trends, and problems in developing an effective rapport with</td>
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<td>counselors and administrators</td>
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<tr>
<td>Tuesday, June 17</td>
<td>Student Presentation</td>
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<tr>
<td>Wednesday, June 18</td>
<td>Student Presentation</td>
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<td>Thursday, June 19</td>
<td>Student Presentation</td>
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<td>Friday, June 20</td>
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<td>Monday, June 21</td>
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<td>Tuesday, June 22</td>
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<tr>
<td>Wednesday, June 23</td>
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