

# Business and Marketing Education — MEd/MS, EdS

**Business and Marketing Education — MEd/MS** (<https://education.auburn.edu/curriculum-and-teaching/academic-programs/business-marketing-education/ms-med-business-marketing.php>), **EdS** (<https://education.auburn.edu/curriculum-and-teaching/academic-programs/business-marketing-education/eds-business-marketing.php>)

**Business/Marketing Education — MEd (Alternative Certification, Online Option Available)**

| Code  | Title   | Hours     |
|---|---|-----------|
| <b>Alternative Class A Education Program Checklist</b>  |   |           |
| <b>Teaching Field: 22 hours</b>   |   |           |
| At least 1/3 of the program shall be in teaching field courses.   |   |           |
| Required: 4 hours   |   |           |
| CTCT 7300   | Integrating Technology in Career and Technical Education          | 3         |
| CTCT 7950   | Seminar in Area of Specialization                                 | 1         |
| Select 18 hours from the following:   |   | 18        |
| CTCT 6080   | Principles of Coordination <sup>1</sup>                           |           |
| CTCT 6200   | Records Management Systems <sup>1</sup>                           |           |
| CTCT 6240   | Multimedia Design <sup>1</sup>                                    |           |
| CTCT 6250   | Information Design & Analysis <sup>1</sup>                        |           |
| CTCT 6260   | Applied Computer Technology <sup>1</sup>                          |           |
| CTCT 6940   | Work Experience in Information Technology <sup>1</sup>            |           |
| CTCT 7970   | Special Topics in Area of Specialization                          |           |
| Other advisor-approved courses 6000 level and above in the teaching field (i.e., CTCT, ACCT, BUSI, FINC, HRMN, ISMN, MNGT, or MKTG) |   |           |
| <b>Professional Studies: 22 hours</b>   |   |           |
| CTCT 6050   | Methods of Teaching in Area of Specialization                     | 3         |
| CTCT 6060   | Program Planning in Area of Specialization                        | 3         |
| CTCT 7910   | Practicum in Area of Specialization (Co-requisite with CTCT 6050) | 1         |
| CTRD 6000   | Language and Literacy in the Content Areas <sup>2</sup>           | 3         |
| RSED 6000   | Advanced Survey of Exceptionality <sup>2</sup>                    | 3         |
| CTCT 7920   | Clinical Residency <sup>3</sup>                                   | 9         |
| <b>Total Hours</b>  |   | <b>44</b> |

<sup>1</sup> Required if not previously completed at undergraduate level.

<sup>2</sup> RSED 6000 must be completed if a survey of special education course was not completed prior to unconditional admission. If a survey of special education course was completed prior to unconditional admission, the state diversity course requirement is fulfilled with CTRD 6000 Language and Literacy and the 3-hour course requirement for RSED 6000 will be waived resulting in 19 hours in Professional Studies and 41 total program hours.

<sup>3</sup> Clearance for Clinical Residency includes completion of all other coursework. Exceptions require approval using the Student Petition Form.  
In addition to the Graduate School requirement of a cumulative 3.0 GPA on all AU courses carrying graduate credit, a minimum cumulative GPA of 3.25 is required on all courses used to meet program requirements.  
Coursework used to meet admission requirements cannot be used again to meet Alternative Class A program requirements.  
All substitutions for required courses must be approved using the Course Substitution Form, including transfer work  
Undergraduate courses may be required by your advisory committee for your plan of study. This coursework is in addition to the total graduate program hours noted above and must be completed prior to Clinical Residency.

**Business/Marketing Education — MEd (Certification, Online Option Available)**

| Code  | Title  | Hours     |
|---|--|-----------|
| <b>Class A Program Checklist for Teaching Field</b>   |  |           |
| <b>Teaching Field: 18 hours</b>   |  |           |
| At least 1/3 of the program shall be teaching field courses.  |  |           |
| Required: 3 hours   |  |           |
| CTCT 7300   | Integrating Technology in Career and Technical Education | 3         |
| Select 15 hours from the following:   |  | 15        |
| CTCT 6200   | Records Management Systems                               |           |
| CTCT 6240   | Multimedia Design  |           |
| CTCT 6250   | Information Design & Analysis                            |           |
| CTCT 6260   | Applied Computer Technology                              |           |
| CTCT 7200   | Career and Occupational Information                      |           |
| CTCT 7240   | Administrative Management                                |           |
| CTCT 7970   | Special Topics in Area of Specialization                 |           |
| Other advisor-approved courses 6000 level and above in teaching field (i.e., CTCT, ACCT, BUSI, FINC, HRMN, ISMN, MNGT, or MKTG) |  |           |
| <b>Survey of Special Education/ Diversity Course: 3 hours</b>   |  | <b>3</b>  |
| RSED 6000 Advanced Survey of Exceptionality OR state-approved diversity course <sup>1</sup>                                     |  |           |
| <b>Additional Courses: 9 Hours</b>  |  |           |
| Required: 4 hours   |  |           |
| CTCT 7710   | Advanced Teaching Methods                                | 3         |
| CTCT 7950   | Seminar in Area of Specialization                        | 1         |
| Select 5 hours from the following:  |  | 5         |
| CTCT 6080   | Principles of Coordination                               |           |
| CTCT 7000   | Foundations of Career and Technical Education            |           |
| CTCT 7010   | Youth Program Development                                |           |
| CTCT 7720   | Advanced Program Planning in Area of Specialization      |           |
| CTCT 7730   | Program Evaluation                                       |           |
| CTCT 7750   | Administration of Career and Technical Education         |           |
| CTCT 7760   | Comprehensive Planning in Career and Technical Education |           |
| CTCT 7770   | Clinical Supervision                                     |           |
| CTCT 7780   | Research in Career and Technical Education               |           |
| CTCT 7910   | Practicum in Area of Specialization <sup>2</sup>         |           |
| CTCT 7990   | Research and Thesis                                      |           |
| Other advisor-approved supporting courses 6000 level and above <sup>3</sup>   |  |           |
| <b>Total Hours</b>  |  | <b>30</b> |

<sup>1</sup> RSED 6000 Advanced Survey of Exceptionality must be used to fulfill requirement if survey of special education course was not completed for prior level certification. It may not be used to fulfill the requirement if a survey of special education course was completed for prior level certification. State-approved diversity courses for Auburn University are posted on the ALSDE website.

<sup>2</sup> Required unless teaching in area of certification at an approved school site.

<sup>3</sup> Supporting courses must be applicable to the area of certification (e.g., research, assessment/evaluation, classroom management, pedagogy, human behavior/development, foundations, technology, teaching field).

In addition to the Graduate School requirement of a cumulative 3.0 GPA on all AU courses carrying graduate credit, a minimum cumulative GPA of 3.25 is required on all courses used to meet program requirements.

Coursework used to meet Class B certification requirements may not be used to meet requirements for Class A certification.

All substitutions for required courses must be approved using the Course Substitution Form, including transfer work.

**Business/Marketing Education — MS (Non-certification, Online Option Available)**

| Code   | Title                                | Hours     |
|--|--------------------------------------|-----------|
| <b>Business/Marketing Education - MS (Non-certification)</b> |                                      |           |
| CTSE 7000  | Orientation to Teaching and Learning | 1         |
| CTSE 7800  | Capstone in Teaching and Learning    | 2         |
| Advisor-Approved CTCT Courses: 18 Hours                      |                                      | 18        |
| Advisor-Approved Electives: 9 Hours                          |                                      | 9         |
| <b>Total Hours</b>   |                                      | <b>30</b> |

**Business/Marketing Education — EdS (Certification, Online Option Available)**

| Code  | Title  | Hours     |
|---|--|-----------|
| <b>Class AA Program Checklist for Teaching Field</b>  |  |           |
| <b>Teaching Field: 18 Hours</b>   |  |           |
| At least 1/3 of the program shall be teaching field courses.  |  |           |
| Select 18 hours of advisor-approved 6000-8000 level courses from the following:   |  | 18        |
| CTCT 6200   | Records Management Systems                               |           |
| CTCT 6240   | Multimedia Design  |           |
| CTCT 6250   | Information Design & Analysis                            |           |
| CTCT 6260   | Applied Computer Technology                              |           |
| CTCT 7240   | Administrative Management                                |           |
| CTCT 7300   | Integrating Technology in Career and Technical Education |           |
| CTCT 7810   | Supervised College Teaching <sup>1</sup>                 |           |
| CTCT 7970   | Special Topics in Area of Specialization                 |           |
| Other advisor-approved courses 6000 level and above in the teaching field (i.e., CTCT, ACCT, BUSI, FINC, HRMN, ISMN, MNGT, or MKTG) |  |           |
| <b>Survey of Special Education/Diversity Course: 3 hours</b>  |  | <b>3</b>  |
| RSED 6000 Advanced Survey of Exceptionality OR state-approved diversity course <sup>2</sup>   |  |           |
| <b>Additional Courses: 9 Hours</b>  |  |           |
| Select 9 hours from the following:  |  | 9         |
| CTCT 7780   | Research in Career and Technical Education <sup>3</sup>  |           |
| CTCT 7000   | Foundations of Career and Technical Education            |           |
| CTCT 7010   | Youth Program Development                                |           |
| CTCT 7200   | Career and Occupational Information                      |           |
| CTCT 7710   | Advanced Teaching Methods                                |           |
| CTCT 7720   | Advanced Program Planning in Area of Specialization      |           |
| CTCT 7730   | Program Evaluation                                       |           |
| CTCT 7750   | Administration of Career and Technical Education         |           |
| CTCT 7760   | Comprehensive Planning in Career and Technical Education |           |
| CTCT 7770   | Clinical Supervision                                     |           |
| CTCT 7910   | Practicum in Area of Specialization                      |           |
| CTCT 7950   | Seminar in Area of Specialization                        |           |
| CTCT 8800   | Teacher Education  |           |
| CTCT 8910   | Practicum in Area of Specialization <sup>4</sup>         |           |
| CTCT 8980   | Field Project <sup>4</sup>                               |           |
| Other advisor-approved supporting courses 6000 level and above <sup>5</sup>   |  |           |
| <b>Total Hours</b>  |  | <b>30</b> |

<sup>1</sup> Required for graduate assistants teaching courses.

<sup>2</sup> RSED 6000 Advanced Survey of Exceptionality must be used to fulfill requirement if survey of special education course was not completed for prior level certification. It may not be used to fulfill the requirement if a survey of special education course was completed for prior level certification. State-approved diversity courses for Auburn University are posted on the ALSDE website.

<sup>3</sup> Required if not previously completed.

<sup>4</sup> To ensure a field experience, CTCT 8910 is required for those seeking Class AA certification only; this requirement is in addition to any practicum credit counted for Class A certification. CTCT 8980 is required for those seeking the EdS degree.

<sup>5</sup> Supporting courses must be applicable to the area of certification (e.g., research, assessment/evaluation, classroom management, pedagogy, human behavior/development, foundations, technology, teaching field).

In addition to the Graduate School requirement of a cumulative 3.0 GPA on all AU courses carrying graduate credit, a minimum cumulative GPA of 3.50 is required on all courses used to meet program requirements.

Coursework used to meet Class A certification requirements may not be used to meet requirements for Class AA certification.

All substitutions for required courses must be approved using the Course Substitution Form, including transfer work.