Business and Marketing Education

BMED 200. Introduction to Business and Marketing Education. 3 credits.
A general survey of business and marketing principles as they relate to preparation for
teaching with emphasis on the history of business and marketing in America, the basic
forms of business organizations, ownership, finance, management, taxes and wages,
and labor relations.

BMED 230. Document Design and Production. 3 credits.
Experience in planning, designing and producing documents for the business office
with focus on transferability of productivity among the genre of word processing
software. Prerequisite: Keyboard in excess of 40 words per minute with at least 95
percent word accuracy without visual reference to the keyboard.

BMED 300. Data and Records Management. 3 credits.
Develops skills in managing the information of business by organizing data through the
creation and use of computer spreadsheets and databases. Includes the management
and organization of hard records.

BMED 376. Occupational Experience in Business. 3 credits.
Supervised internship providing business office experience for students seeking
licensure as business education teachers in middle and secondary schools. A credit/no
credit grade will be assigned. Prerequisite: Permission of the instructor.

BMED 377. Occupational Experience in Marketing. 3 credits.
Supervised internship providing marketing (retail, promotion, entertainment,
merchandising, etc.) experience for students seeking licensure as marketing education
teachers in middle and secondary schools. A credit/no credit grade will be assigned.
Prerequisite: Permission of the instructor.

BMED 380. Demonstration Methods for Business and Marketing. 3 credits.
Development of an instructional model incorporating demonstrations and supervised
walk-throughs in planning and directing the learning of computer-related and other
complex business and marketing procedures and processes.

BMED 400. Business and Marketing Communications. 3 credits.
Develops skills in communicating effectively through formal and informal business
reports, letters and memorandums. Emphasis on realistic problem solving involving
collecting, organizing, analyzing, interpreting and presenting data. Prerequisites: WRTC
103 and BMED 230 or equivalent.

BMED 430. Desktop Publishing Design and Production. 3 credits.
Experience in planning, designing and producing the publications of business and
education with focus on transferability of functions among the genre of desktop
publishing software.

BMED 490. Independent Study in Business and Marketing Education. 1-3 credits.
Provides opportunity to complete independent study or research on problems in business and marketing education. *Prerequisite: Permission of the program coordinator.*