BACKGROUND AND REQUEST

KENT STATE UNIVERSITY
Career - Technical Route A – General Marketing Education license

RECOMMENDATION

This continuing program meets the Chancellor's requirements for academic degree programs and the State Board of Education's minimum standards for a Career-Technical Route A – General Marketing Education license (grades 4-12). There were no concerns identified in the review. Continued approval is recommended for seven years, until the next scheduled review in 2017.

Profile: Kent State University was founded as a public teacher-training institution in 1910 and now serves more than 18,000 undergraduate students and nearly 5000 graduate students through an array of associate, baccalaureate, masters and doctoral degrees. Kent State University is located in northeastern Ohio.

Accreditation/Authorization: The Higher Learning Commission of the North Central Association (HLC) regionally accredits the institution. Kent State University is HLC accredited until its next scheduled review in 2015.

Request: Kent State University (KSU) requests continued approval for programs leading to the Career –Technical Route A – General Marketing Education license (grades 4-12). Students can pursue the Career-Technical Route A General Marketing Education license at the undergraduate level through the B.S. in Education and at the graduate degree level through the Master of Arts in Teaching, Secondary Education and the Master of Education in Career, Technical and Teacher Education.

Background: Kent State University is currently approved by the State Department of Education to provide teacher preparation programs leading to licensure in the following areas: early childhood education, middle childhood education, adolescent and young adult education (major subject areas), intervention specialist (mild/moderate and deaf), library/media education, multi-age areas (e.g. art, health, foreign language, physical education) and career-technical teacher education. KSU also offers programs leading to licensure for educational personnel (principal, school counselor, school psychologist, superintendent, educational administrative specialist in various areas, audiologist, speech-language pathologist) and several endorsements. Kent State University has both undergraduate and graduate degrees leading to initial licensure. KSU is submitting its request to ensure alignment of the current program with national standards and Ohio standards and requirements.

Career-technical licenses are issued for specific programs in the following teaching fields: agriculture, health occupations, integrated business, family and consumer sciences, technology education, marketing, and specific trade/industry programs. Students must complete an undergraduate or graduate degree program, pass two designated state assessments (Praxis II Principles of Learning and Teaching and Praxis II Marketing Education) and demonstrate evidence of two years of recent and successful related work experience in marketing or the

completion of an internship in marketing. Students also must meet the state's requirements for the teaching of reading (three semester content hours). Professionals with the Career-Technical Route A license in Marketing Education teach in grades 4 to adult. The program provides teachers with the preparation necessary to prepare students for work in a business environment.

Recommendation to the Chancellor: This program meets the Chancellor's requirements for program approval and the State Board of Education's minimum standards for a program leading to licensure. There were no concerns identified in the review. Continued approval is recommended for seven years, until the next scheduled review in 2017.

End of Comment Period: May 4, 2010
No comments received, recommend approval

APPROVED	
Eric D. Fingerhut, Chancellor	8/9/10 **Date**

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