BACKGROUND AND RECOMMENDATION

BOWLING GREEN STATE UNIVERSITY
B.S. in Business Education, undergraduate program leading to Career - Technical Route A – General Marketing Education license.

This degree program meets the Chancellor's requirements for program approval and the State Board of Education's minimum standards for an initial undergraduate program leading to the Career-Technical Route A – General Marketing Education license (grades 4+). There were no concerns identified in the review.

Request: Bowling Green State University (BGSU) requests continued approval for the Bachelor of Science in Business Education, an undergraduate degree program leading to the Career-Technical Route A – General Marketing Education license.

Background: Bowling Green State University is the largest educator preparation institution in the state and 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, foreign language education, intervention specialist (mild/moderate and deaf), and business and marketing education. BGSU also offers four graduate programs in education, including a masters degree program in reading and a specialist program in reading. Bowling Green State University is submitting its request to ensure alignment of the current program with national standards and Ohio standards and requirements.

The Bachelor of Science in Business Education, General Marketing Education pathway, leads to the Career - Technical Route A – General Marketing Education license. 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 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). Teachers with this license teach in grades 4 to adult and provide teachers with the preparation necessary to prepare students for work in a business environment.

The National Council for Accreditation of Teacher Education (NCATE) accredits Bowling Green State University's educator preparation programs at the initial and advanced level until 2015. The Higher Learning Commission of the North Central Association (HLC) regionally accredits the institution. BGSU is HLC accredited until its next scheduled review in 2013.

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

End of Comment Period: February 8, 2010
No Comments Received, Recommend Approval

APPROVED

2/22/10

Eric D. Fingerhut, Chancellor

Date

mlc