
Description of Program

The Master's Degree in Curriculum and Instruction with a concentration in Business & Marketing Education is designed to prepare qualified business and marketing educators for leadership roles in the profession. It is designed to extend and expand the understanding of teaching and student learning as well as expertise in the disciplines of business and marketing.

Students completing the program will be equipped with the knowledge and skills necessary to make ethical and reflective decisions as they **Lead** and **Serve** their profession.



For more information, please contact:

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NC STATE UNIVERSITY

**Master's Degree in
Curriculum & Instruction:
Business & Marketing
Education Concentration**

COLLEGE OF
EDUCATION
CONNECTING TO THE FUTURE



**LEAD &
SERVE**

LEARN|EDUCATE|APPLY|DEMONSTRATE
SCHOLARLY|ETHICAL|REFLECTIVE|VALUE DIVERSITY|EXPERIENCED

<http://businessmarketinged.ncsu.edu>

Admission Requirements



You must meet the following requirements to be considered for admission to the master's degree program in Curriculum and Instruction with a Business and Marketing concentration:

1. Complete a Graduate School application as directed. The online application is located at:
<http://www2.acs.ncsu.edu/grad/prospect.htm>
2. Hold a Bachelor's degree in Business, Marketing, or a related field from an accredited college or university with a GPA of at least 3.0.
3. Hold a Class 'A' teaching license in Business or Marketing Education
4. Passing score on either the Miller's Analogy Test (MAT) or on the GRE
5. Currently employed as a Business or Marketing Education teacher or a minimum of three years of Business and Marketing teaching experience.

Your application is not complete until the following items have been received by the **Graduate School**:

- Two official copies of all college or university transcripts
- Statement of 500-800 words describing career goals and rationale for pursuing a graduate degree in Business & Marketing Education
- Three references evaluating candidate's abilities for graduate study

Curriculum Display

Departmental Core

- ECI 560 Professional Development in Business and Marketing Education
- ECI 541 Reading in the Content Areas
- ECI 510 Research Applications in Curriculum and Instruction

Professional Business and Marketing Education

- ECI 566 Advanced Instructional Strategies in Business and Marketing Education
- ECI 514 Multimedia Design and Applications in Instruction
- ECI 569 Special Problems in Business and Marketing Education
- ECI 647 Practicum in Business and Marketing Education

Electives

Six (6) credit hours of graduate courses approved by an academic advisor designed to enhance skills in curriculum, program management, instructional methodology, and/or work-based learning strategies.

Business Courses

Students must complete a **minimum of nine (9) credit hours** of graduate business-related courses approved by an academic advisor. Courses such as:

- Financial and Managerial Accounting
- Management Information Systems I
- Comparative Management
- Marketing Management

Research

- ST 507 Statistics for the Behavioral Sciences I*
- ECI 695 Master's Thesis Preparation*

Minimum Total Credit Hours:

- Master of Education **36**
- Master of Science **42**
- Required for M.S. Degree only*

Graduate Program Objectives

- Integrate the theory and practice of business and marketing into education programs, activities, and services.
- Evaluate existing programs and develop strategies for improvement.
- Plan and manage effective instruction and curriculum development.
- Analyze research in Business and Marketing Education and implement appropriate findings.
- Conduct rudimentary research directed at problems at the local and state levels.
- Provide professional support for persons entering the profession.
- Serve in consulting and service roles to improve the availability and quality of Business and Marketing Education.
- Assume leadership roles.
- Supervise and administer Business and Marketing programs in education and business.
- Apply strategic planning for courses, programs, and services.
- Increase the level of support and commitment for quality Business and Marketing Education.