

**FORM 3**

**COVER SHEET  
EXTENSION OF AN EXISTING PROGRAM NOTIFICATION OF INTENT  
(LOCATION NOI)**

*Part I requires the completion of the following forms: Appendices B-4, B-5, and B-6.*

**Program Information**

Program Name: Business & Marketing Education

Institution Name: Eastern Washington University

Degree Granting Unit: College of Business & Public Administration

*(e.g. College of Arts and Science)*

Degree: \_\_\_\_\_ Level: \_\_\_\_\_ Type: \_\_\_\_\_

*(e.g. B.S. Chemistry) (e.g. Bachelor) (e.g. Science)*

Major: \_\_\_\_\_ CIP Code: \_\_\_\_\_

*(e.g. Chemistry)*

**Concentration(s):**

The Business and Marketing Education (BME) undergraduate degree at EWU includes course requirements to obtain an endorsement certificate to teach all courses offered in BME programs in grades 5-12 in Washington State. These courses cover content based on the PESB Standards required of the CTE BME program area. A portion of this degree (28 credits) includes courses specific to a business and marketing education endorsement that are not offered elsewhere in Washington State. The West E national exam in business and marketing covers content in these 28 credits. The table below shows the course requirements for a BME Add-On Endorsement and the projected on-line courses:

**Business & Marketing Education Add-On Endorsement**

Course	On Line Status
ACCT 251 (5)	On line
ACCT 261 (4)	
ACCT 351(4)	
BUED 302 (4)	On line
BUED 329 (4)	Being converted
BUED 475 (4)	Being converted
BUED 476 (4)	Being converted
CTED 301 (4)	Being converted
CTED 375 (1)	
CTED 474 (4)	Being converted
MGMT 422 (4)	
MISC 370 (4)	On line
MISC 372 (4)	
MISC 374 (4)	On line
MKTG 310 (4)	
<b>Total credits = 58</b>	<b>Total on line = 37</b>

Proposed Start Date: Fall 2011

Projected Enrollment (FTE) in Year One: 15 At Full Enrollment by Year: 24: 2014

*(# FTE) (# FTE)*

Proposed New Funding: none (self-support)

Funding Source: State FTE Self Support Other:

**Mode of Delivery / Locations**

Single Campus Delivery state-wide

*(enter locations)*

Off Site state-wide

(enter location(s))

Distance Learning on line

(enter formats)

Other

Note: If the program is the first to be offered at a given site or location, the submission must also include the information required for the establishment of a new teaching site as outlined in section B.1 of the Program and Facility Approval Policy and Procedures.

## Scheduling

On line

Other (describe)

## Attendance Options

Full-Time and Part-Time

HECB P.O. Box 43430 Olympia, WA 98504-3430 [www.hecb.wa.gov/autheval](http://www.hecb.wa.gov/autheval)

## Substantive Statement of Need:

EWU is the only Washington State institution that offers a BME endorsement. There is great potential to increase program enrollment by extending our reach across the state via the use of online and other distance education technologies. Current course requirements (28 credits) will be converted to a mix of online and hybrid courses with significant reliance on online and other distance education technologies under a self-support model. The first cohort will begin study in Fall 2011.

This endorsement certificate provides a unique and important contribution to future business and marketing educators and students in the State of Washington in the following ways:

- FBLA (Future Business Leaders of America) and DECA (international association of marketing students) are state and national student leadership organizations (CTSOs) and appear in most high schools in Washington State. These programs are run by certified BME teachers.
- High school students take CTE course offerings within business and marketing CTE departments.
- High schools hire BME teachers for these classes; and without BME credentialing, a teacher is not allowed to teach any of these courses.
- BME credentialing requires the completion of the BME endorsement certificate in addition to paid work experience in this field, a four-year degree with a residency certificate, and the West E national exam in business and marketing. The endorsement-granting institution verifies completion of all requirements.
- By converting EWU's existing BME courses to hybrid and online courses, any potential candidates throughout the state can have access.

## Contact Information (Academic Department Representative)

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Dr. Rex Fuller, Provost, Eastern Washington University  
(Endorsement by Chief Academic Officer Date)

March 16, 2011  
\_\_\_\_\_  
Date