

Business & Marketing Education (BBA)

Career Profile

As of 28-July-2021

CAREER DISCOVERY



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Primary Job Title:

**Career (Business & Marketing) Education Teacher,
Secondary School** 25-2032.00

Additional Related Job Titles: Business Teacher, Business Ed Teacher, Accounting Teacher (Secondary School), Business Marketing Teacher (Secondary School), Guidance Counselor.

Job Description

Teach business, occupational, vocational, career, or technical subjects to students at the secondary school level.

The Business and Marketing Education program in the ECU College of Business is a General Business degree that provides you with certification to teach comprehensive business courses in grades 5 through 12.

In addition to general education requirements and business core requirements, business and marketing education majors take a variety of skills, marketing, and business-related courses. This background helps ensure your success as a teacher and helps prepare you to enhance your career.

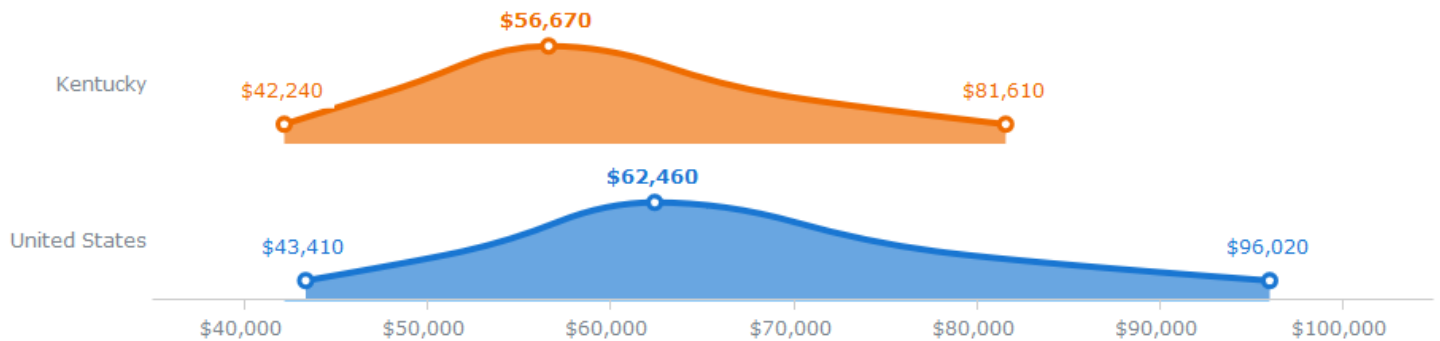
As a Business graduate, you'll be ready to work in any school system teaching students grades 5 through 12. You might work in a public or in a private school setting. If you choose to pursue graduate study, additional teaching certifications, and/or field experience, you might find additional career opportunities in governmental affiliates, school administration, vocational programs, or in higher education. Although the majority of graduates choose a grades 5 through 12 teaching career path, the combination of your business coursework plus teaching experience can be used in many other career opportunities, even outside of a traditional school setting.

Career Notes

The job outlook for teaching careers in middle and secondary schools is excellent. Currently, many teachers are reaching retirement age, and school systems are actively seeking qualified business education teachers. Many students later pursue graduate study or field experience that may qualify them to teach in federally supported vocational business education programs and community college programs.

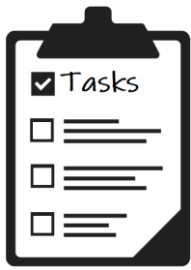
Salary Ranges

Note: New college graduates could expect to receive entry-level salary range or slightly higher based on knowledge, skill, and experience levels. Higher salaries are shown to indicate opportunities for salary increases and job promotions. Some promotions may cross over into a different job title. The salary ranges shown are based on the primary job title. There may also be salary and compensation differences associated with size of the firm, whether it's privately or publicly held, and whether it's a non-profit or for-profit entity, as well as market and economic conditions.



Possible Career Path Trajectories for Business & Marketing Education Teachers

	Professional Growth Track	Post-College Track	Managerial Track	Executive Track
Personal Focus	Income / tuition payment, tuition reimbursement (if available), finding scholarships, developing hands-on skills, job-related knowledge, relevant work experience, expanding your professional network	Salary, stability, family, gaining a tactical understanding of your role in the department and your department's role in the organization, successfully completing short-term goals, continue to grow your personal network, look for opportunities, focus on polishing job skills	Salary growth, some personal investing and some retirement planning, gaining a strategic understanding of your organization and the marketplace, focus on 3-5 year goals, continue to build your personal network, focus on communication skills and "people skills"	Formal investment strategy, a complete retirement plan, having a sophisticated understanding of your organization and its customers/suppliers and competitors, strategic planning, long-term goals, focus on creating opportunities and improving other people's lives
Education	Some College / Pre-Graduation Co-Op/Internship opportunities	4-year Bachelor's Degree plus teaching certificate	4-year Bachelor's Degree plus teaching certificate plus experience	Master's Degree plus a variety of job titles and responsibilities in multiple departments
Common Job Titles	Student Teaching Classroom Observation Summer Intern	Business Education Teacher Business Marketing Teacher Business Teacher Accounting Teacher	Tenured Teaching Position AP Course Teacher Guidance Counselor Team Lead	Curriculum and Instruction Specialist School Administrator School Principal District Administrator



Tasks Related to This Job

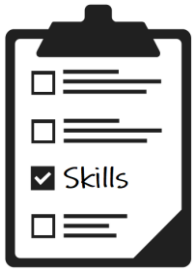
1. Instruct students individually and in groups, using various teaching methods, such as lectures, discussions, and demonstrations.
2. Establish and enforce rules for behavior and procedures for maintaining order among students.
3. Observe and evaluate students' performance, behavior, social development, and physical health.
4. Prepare objectives and outlines for courses of study, following curriculum guidelines or requirements of states and schools.
5. Establish clear objectives for all lessons, units, and projects and communicate those objectives to students.
6. Prepare materials and classroom for class activities.
7. Prepare, administer, and grade tests and assignments to evaluate students' progress.
8. Keep informed about trends in education and subject matter specialties.



Knowledge Related to This Job

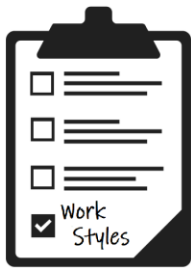
1. Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
2. Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
3. Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
4. Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
5. Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
6. Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
7. Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
8. Law and Government — Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

Skills Related to This Job



1. Instructing — Teaching others how to do something.
2. Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
3. Speaking — Talking to others to convey information effectively.
4. Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
5. Learning Strategies — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
6. Coordination — Adjusting actions in relation to others' actions.
7. Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.
8. Time Management — Managing one's own time and the time of others.

Work Styles Related to This Job



1. Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations.
2. Integrity — Job requires being honest and ethical.
3. Adaptability/Flexibility — Job requires being open to change (positive or negative) and to considerable variety in the workplace.
4. Concern for Others — Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.
5. Persistence — Job requires persistence in the face of obstacles.
6. Achievement/Effort — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
7. Social Orientation — Job requires preferring to work with others rather than alone, and being personally connected with others on the job.
8. Innovation — Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.

Primary Data Source: National Center for O*NET Development. O*NET 25.2 Database.

O*NET Resource Center Onetcenter.org, retrieved on 03-Jun-2021

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*For more information about this program,
visit our ECU College of Business Prospective Student webpage:*



<https://business.eku.edu/prospective-students>