Teacher Appointment Criteria

Business 20102 – Marketing for the Small Business

Statement of Intent

This document is intended to be a planning resource for the prospective instructor and the Purdue Fort Wayne Department Representative (“faculty liaison”) who mentors and supervises the Purdue Fort Wayne School-Based Program.

The course taught at Purdue Fort Wayne (BUS 20102) is a first-year general business administration course – an overview of marketing management as it applies to the small business. Gain an understanding of traditional and non-traditional marketing techniques. Determine best marketing plan for different types of ventures.

Requirements

1. Any instructor who teaches this course must first be certified by the Department of Management and Marketing by meeting the qualifications as established by the department; specifically, an instructor must possess (i) at least a Masters-level degree in business, or a Masters-level degree in a different area with at least 18 graduate level hours in Business, (ii) at least three (3) years’ experience teaching business classes at the high school level or higher, and (iii) a demonstrated commitment to continuing education in business (continuing academic work, attendance at seminars, meetings, workshops, and the like, which have a focus on business and/or the teaching of business).

2. The Purdue Fort Wayne Department of Management and Marketing, through its department representative, reserves the right of approval of the syllabus, primary textbook and any substantive materials to be used in this course.

3. Students seeking credit for BUS 20102 must receive comparable instruction in business to that received by students at other locations taught by Purdue Fort Wayne faculty. In addition, students must achieve the same level of subject mastery; the latter will be assessed by the student’s performance on a 50- multiple choice question exit exam prepared by the Management and Marketing department (which may be administered in, or after, the final examination) for the School-Based Program course. A student must score at least a 70% on this exit exam to qualify for earning an A, B, or C in the class. The student’s score on the exit examination is independent of the student’s grade in the course.

4. At least once in any semester or term, the Department of Management and Marketing representative will visit the high school to observe (and upon invitation to do so, participate in) the class session.
The following signatories agree to abide by the terms of this agreement:

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<th>Instructor Signature</th>
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<tr>
<td>Principal Signature</td>
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<tr>
<td>Purdue Fort Wayne Department Chair Signature</td>
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