

Granting Economic Credit Through State Approved Marketing Programs

Provide an opportunity to learn economics in a hands-on learning environment while enrolled in the State Approved Marketing Program. Using the collaborative teaching model, an academic crosswalk and lesson plans were developed and distributed to integrate economics into State Approved Marketing Programs to increase the number of programs granting economics credit.

Benefits to Student

- Allows students to complete Economics Michigan Merit Curriculum while enrolled in the State Approved Marketing Program
- Allows students to participate in additional courses while earning core credit (i.e. AP/IB courses, elective courses)
- Allows students to apply economics to business situations while developing critical thinking and problem solving skills
- Allows flexibility and opportunities in student schedules

Benefits to District

- Delivers integrated, aligned instruction with interdisciplinary professional development
- Offers an alternate delivery model
- Lesson design based on the National Research Center for Career and Technical Education (NRCCTE) researched Math in CTE Pedagogic Framework: The Seven Elements of a Math-Enhanced CTE Lesson
- Allows Economics teachers to teach additional courses (i.e. AP/IB Economics)

Michigan Merit Curriculum (MMC) Graduation Requirements

- ½ credit in Economics

Credit Breakdown

- High School – traditional one hour course (2 semesters or 2 trimesters State Approved Marketing Program = ½ marketing credit and ½ economics credit)
- Tech Centers – traditional two hour block (2 semesters or 2 trimesters State Approved Marketing Program = 1 ½ marketing credit and ½ economics credit)

Assessment

- Local end of course assessment determined by district
- MBA Research and Curriculum Center Michigan End of Course Assessment available

Curriculum Alignment and Lesson Plan Development

Collaboration Team

Marketing Teachers ~ Economics Teachers ~ English Language Arts (ELA) Consultants

Funded through a Michigan Department of Education Grant, administered through Berrien RESA, in collaboration with the Michigan Marketing Educators' Association.

Integration of Michigan Merit Curriculum Grant Overview

The Michigan Merit Curriculum contains a provision that districts may deliver the required academic standards through Career and Technical Education (CTE). The 2014-2015 Integration of Michigan Merit Curriculum Grant was funded through the Michigan Department of Education (MDE). The purpose is to integrate the Michigan Merit Curriculum content into CTE instructional programs so that students can be awarded academic credit.

Assessments

Assessments will be created at the local level. They are to be developed in collaboration between occupationally certified marketing and highly qualified economics teachers. MBA Research and Curriculum Center Michigan End of Course Assessment is available through State's Connection on the MBA Research and Curriculum Center website (www.mbaresearch.org).

Awarding Credit

Per the Michigan Department of Education Collaborative Teaching Model Guidelines (MCL 380.1278b(7)) core academic credit may be awarded to CTE students. Traditional one hour high school State Approved Marketing courses will typically award a ½ credit of Economics and ½ credit of elective credit. Area Career and Technical Education Centers will make a recommendation for a ½ credit in Economics and the remaining credit as a CTE Marketing elective based on instructional time.

Career and Technical Education Information System (CTEIS)

The awarding of credit is separate from CTEIS reporting. The reporting of segments within the CTEIS system determines completer status. Work with your local CTE Director/School Administrator or CEPD Administrator if you have additional questions about entering segments and reporting students to the CTEIS data system.

Lessons/Alignment with Marketing, Economics and ELA

The 2013 – 2014 project included 19 Marketing instructors, 4 Economics instructors, 2 English Language Arts consultants, 2 teacher leaders, and 2 grant chair persons. The 2014 – 2015 project included 4 marketing instructors, 1 dual certified instructor, 1 economics instructors, 2 teacher leaders, 1 curriculum director and 1 grant director. Using the collaborative teaching model, an academic crosswalk and lesson plans were developed and distributed to integrate Economics into State approved marketing programs to increase the number of programs granting Economics credit.

Teacher Credentials

The collaborative teaching model is required for all CTE programs that are taught by teachers who are not highly qualified in the academic content area [e.g., economics, math and science], but are Occupationally Certified or Annually Occupationally Authorized (AOA) in CTE.

(6.7.2015)

Funded through a Michigan Department of Education Grant, administered through Berrien RESA, in collaboration with the Michigan Marketing Educators' Association.