

Survey of Business & Marketing Education in Wisconsin Middle and High Schools

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Questions to Be Answered

- How many business & Marketing teachers are currently employed in Wisconsin? What is their level of experience?
- What Business & Marketing classes are currently being taught? What classes will be dropped or added in the next five years?
- Are Business & Marketing classes a requirement for graduation? Do any classes meet core academic requirements?
- Are any Business & Marketing courses being offered for dual credit?



Survey Procedures

- UW-Whitewater Institutional Review Board approval April 30, 2012.
- List of Business & Marketing Education programs obtained through Wisconsin Department of Public Education.
- May 14, 2012, letters sent to Wisconsin middle and high Business & Marketing Education programs. Teachers were requested to go online and complete the survey.
- First reminder placed on Wisconsin Business Education listserv September 5, 2012.
- Last reminder placed on listserv September 13. Requested completion by September 20.



Response Rate

- 501 letters sent
- 130 completed surveys
- 26% percent response rate



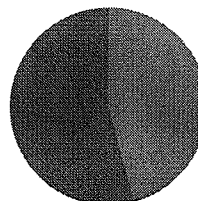
Respondents by Level of School

Category	Frequency	Percent
High School	107	83%
Middle School	24	19%
Other	14	11%

- Other:
- Elementary=2
 - K-8=1
 - Middle & High School=1
 - 3rd-12th=1
 - 7th-9th=1
 - 8th&9th=1
 - K-12=7



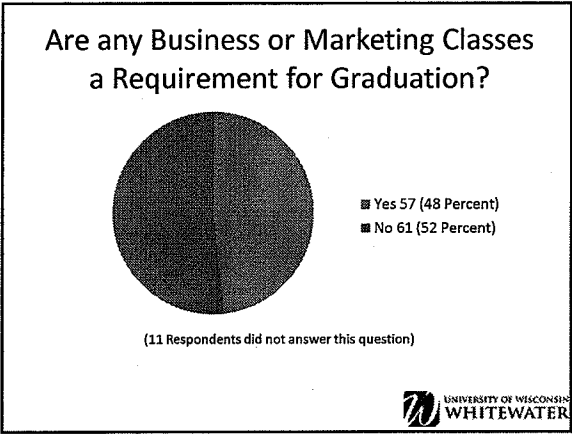
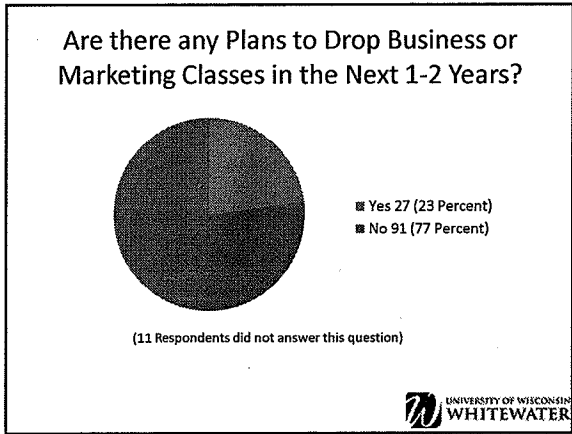
Are there Plans to add any new Business or Marketing Classes in your School Within the Next 1-2 Years?



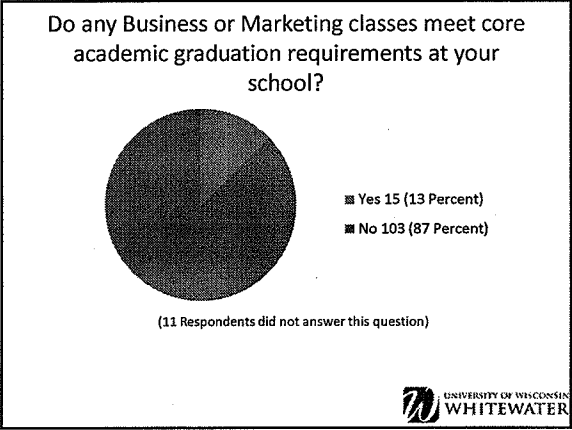
■ Yes 54 (46 Percent)
■ No 64 (54 Percent)

(11 Respondents did not answer this question)

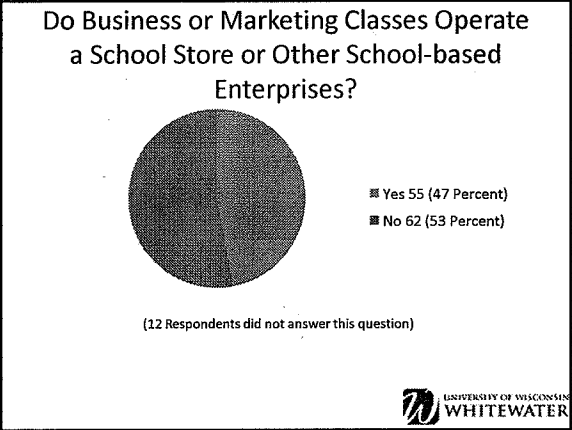




- ### If the Previous Questions was "yes," What Courses Were Required for Graduation?
- 29 respondents indicated Computer or Keyboarding classes.
 - 31 respondents indicated a Personal Finance or Economics class.
 - 15 respondents indicated a career-related class.
 - Employment skills, life skills, career workshop, etc.
 - Additional Comments:
 - 15 respondents indicated two or more requirements (One computer, one Finance; One Finance, one career-related; etc.)
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- ### If the Previous Questions was "yes," What Business or Marketing Courses Meet Core Academic Graduation Requirements?
- Business Communications: 2
 - Technical Writing: 1
 - Business Management: 2
 - Accounting: 2
 - Personal Finance: 2
 - AP Economics: 2
 - Computer Applications: 1
 - Publications: 1
 - Information Processing: 2
 - Consumer Education: 1
 - Employee Skills Course: 2
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Dual Credit Option

- High schools may partner with a post-secondary institution, if all criteria are met, to offer a course for credit at both institutions.
- Many high school business education programs have agreements with Wisconsin Technical Colleges
- Four-year colleges and universities are beginning to offer this option
 - UW-Whitewater Partners in Education (PIE)



Business & Marketing Education Courses Offered

Content Area	Number of Schools Offering*	Offered for Dual Credit? WTC	Offered for Dual Credit? Other
Beg. Accounting	92	38	3
Adv. Accounting	70	25	2
Business Law	52	2	1
Employment Skills	37	1	0

(29 Respondents did not answer this question)
*All levels combined



Business & Marketing Education Courses Offered

Content Area	Number of Schools Offering*	Offered for Dual Credit? WTC	Offered for Dual Credit? Other
Career Development	39	1	0
Business Communication	12	2	0
Personal Finance	95	5	0
Entrepreneurship	46	4	1

(29 Respondents did not answer this question)
*All levels combined



Business & Marketing Education Courses Offered

Content Area	Number of Schools Offering*	Offered for Dual Credit? WTC	Offered for Dual Credit? Other
Word Processing	94	19	0
Spreadsheets	82	17	0
Presentation	79	11	0
Multimedia	49	2	0
Web Development	60	1	0
Intro. To IT	13	1	0
Keyboarding	88	4	0

(29 Respondents did not answer this question)
*All levels combined



Business & Marketing Education Courses Offered

Content Area	Number of Schools Offering*	Offered for Dual Credit? WTC	Offered for Dual Credit? Other
International Business	15	0	0
Management	24	1	1
Beginning Marketing	58	12	0
Advanced Marketing	27	1	0
Sports & Entertainment Marketing	28	1	0
Sales Marketing	8	0	0

*All levels combined



Conclusion

- More schools are planning to add Business or Marketing Education classes than are planning to drop such classes within the next 1-2 years.
- Accounting and Business Law are the subjects offered most often in Business & Marketing Programs.
- Introduction to IT, Business Communications, and Sales Marketing are the subjects offered least often in Business & Marketing Programs.



Conclusion

- 13% of schools are requiring at least one Business or Marketing Education class for graduation.
- 14% of Business & Marketing courses were offered for dual credit. Of this 14%, two schools offered dual credit at a school other than a Wisconsin Technical College.



Business and Marketing Education Alumni Survey

Researchers: Lila Waldman, Denise Schulz, Michelle Gibson-Herman, and John Smith Jr.
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Survey Procedures

- Surveyed Alumni from 2007-2012
- Survey is done every five years
- Sent out 71 surveys--one survey was returned as undeliverable
- Received 41 completed surveys (58 percent)



Are you currently teaching?

- No= 3 or 7%
- Yes, Full time= 32 or 78%
- Yes, Part time= 6 or 15%



If you responded "no" to the previous question, what was your reason for leaving teaching?

- Position was reduced due to lower enrollment and didn't want to go through the job search process again/relocating.
- The teaching climate in the state was one factor for leaving. Another was my soon to be wife had a job down in the Madison area and I wanted to go back to school to obtain my Master's Degree.
- Negative changes in education and lack of job openings.



If you responded "no" to the previous question, what is your current job title and field of employment?


- Loan Officer/Banking
- Graduate Student
- Collection Financial Services



If you responded "yes" to the previous question, at what level are you current teaching?

- Elementary= 4 or 10%
- Middle School= 17 or 41%
- High School= 33 or 80%
- Other, please specify= 0 or 0%

*Respondents may select more than one option.



If you responded "yes" to the previous question, please list the Business and/or Marketing courses that you are currently teaching.

<p>Marketing</p> <ul style="list-style-type: none"> • Introduction to Marketing (5) • Sport/Entertainment Marketing (4) • Principles of Sales & Promotion (4) • Retail Operations (1) • Advertising & Display (1) • Marketing II (1) 	<p>Careers</p> <ul style="list-style-type: none"> • School-to-Work (4) • Careers & Computers (2) • Career Connections (2) • Career Planning I (1) • Career Planning II (1)
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If you responded "yes" to the previous question, please list the Business and/or Marketing courses that you are currently teaching.

<p>Personal Finance</p> <ul style="list-style-type: none"> • Personal Finance (13) • Introduction to Finance (1) • Real Life Business (1) • Money 101 (1) 	<p>Business Management</p> <ul style="list-style-type: none"> • Introduction to Business (16) • Entrepreneurship (6) • Business Management (3) • Sports/Entertainment Management (2) • Small Business Development (1)
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If you responded "yes" to the previous question, please list the Business and/or Marketing courses that you are currently teaching.

Computer/IT	
<ul style="list-style-type: none"> • Computer Applications (18) • Keyboarding (11) • Basic Computers (8) • Web Design I (6) • Microsoft Office (6) • Computer Multimedia (4) • Desktop Publishing (4) • Information Technology (4) • Word Applications (3) • Software Savvy (3) 	<ul style="list-style-type: none"> • Information Processing (3) • Web Design II (2) • Advanced Computers (1) • Intermediate Computer Applications (1) • Word Applications II (1) • Introduction to Adobe Creative Suite (1) • Graphic Technology (1) • Web 2.0 (1) • Game Design (1) • iDesign (1)

If you responded "yes" to the previous question, please list the Business and/or Marketing courses that you are currently teaching.

Other

- Accounting I (14)
- Advanced Accounting (10)
- Business Law (10)
- Freshman Connections (3)
- Yearbook (2)
- Junior Achievement- Finance Park (1)
- College Prep (1)
- International Business (1)

Questions

