

## Business/Marketing Educators Survey

### Wisconsin Public Schools

#### General and Faculty Information

1. What is the name of your school district \_\_\_\_\_
2. School name \_\_\_\_\_
3. Which level best describes your school (circle response)? High School, Middle School, Other (please list)

**Result – HS 108 or 83%, MS – 24 or 18%, Other = 14 or 11%**

**Others mentioned: 8 =K-12; 1=K- 8; 1=7-9; 1=3-12; 2=Elementary; and 1=8 & 9.**

4. How many students are enrolled in your school?
  - 1) Under 200 students = **13 or 10%**
  - 2) 201-500 students = **43 or 33%**
  - 3) 501-750 students = **16 or 12%**
  - 4) 751-1,000 students = **20 or 15%**
  - 5) Over 1,000 students = **38 or 29%**
  
5. How many full-time business and marketing teachers are employed in your school (not district)?
 

**Average=1.98 teachers**                      **Number of schools with full time teachers– 117**
  
6. How many part-time business and marketing teachers are employed in your school (not district)?
 

**Average=1.09 teachers**                      **Number of schools with part time teachers– 52**
  
7. How many business and marketing teachers in your school (not district) hold the following Wisconsin DPI licenses?
 

**250-Business Education= 207**  
**281-Vocational Business Education= 154**  
**285-Marketing Education= 56**  
**Dual (250 & 285) = 68**  
**Other= 43 (6=265)**
  
8. Are any business and marketing teachers in your school (not district) working under an emergency license?
 

**Yes= 5 or 4%**  
**No= 125 or 96%**
  
9. If you responded yes to the question above, how many teachers are emergency licensed (include any part-time and percentage of contract)?
 

**Average Response= .5 Teachers**                      **Number of respondents – 6**
  
10. Approximately what percent of students at your school are enrolled in Business or Marketing courses?
  - 1) 0%-5%      = **1 or 1%**
  - 2) 6%-10%    = **10 or 8%**
  - 3) 11%-15%   = **16 or 12%**
  - 4) 16%-20%   = **17 or 13%**
  - 5) 21%-25%   = **27 or 21%**
  - 6) Over 25%   = **59 or 45%**

#### Keyboarding

11. At what grade level are students first instructed in keyboarding in your district?
 

1) K-3rd = <b>45 or 37%</b>	6) 8 <sup>th</sup> = <b>1 or 1%</b>
2) 4 <sup>th</sup> = <b>28 or 23%</b>	7) 9 <sup>th</sup> = <b>4 or 3%</b>
3) 5 <sup>th</sup> = <b>9 or 7%</b>	8) 10 <sup>th</sup> = <b>0</b>
4) 6 <sup>th</sup> = <b>19 or 16%</b>	9) 11 <sup>th</sup> = <b>0</b>
5) 7 <sup>th</sup> = <b>10 or 8%</b>	10) 12 <sup>th</sup> = <b>0</b>

**No response – 8 or 6%**

12. If keyboarding currently being taught at the high school level in your district?  
**Results: Yes= 59 or 48%, No= 63 or 52%** **No response – 8 or 6%**
13. If yes, are there any plans to eliminate keyboarding at the high school level?  
**Results: Yes= 22 or 37%, No= 37 or 63%**
14. If keyboarding is not currently offered in elementary grades (K-5), do you plan to offer it at this level in the future?  
**Results: Yes= 17 or 30%, No= 39 or 70%**
15. If you responded "yes" to the question above, when do you plan to start offering keyboarding in the elementary grades?  
 1) Within 1-2 years = **11 or 33%**  
 2) Within 3-4 years = **4 or 12%**  
 3) Within 5-7 years = **1 or 3%**  
 4) Not planned = **17 or 52%**
16. Who teaches keyboarding if it is taught at the elementary level in your district?  
 1) Elementary teacher= **53 or 48%**  
 2) Secondary teacher= **0 or 0%**  
 3) Library media specialist= **5 or 5%**  
 4) Outside consultant= **1 or 1%**  
 5) Certified business education instructor with Business or Marketing certification= **35 or 32%**  
 6) Not offered at this level= **16 or 15%** **No response -20 or 15%**

### **Business and Marketing Program**

17. Are there plans to add Business or Marketing classes in your school within the next 1-2 years?  
**Results: Yes= 55 or 46%, No= 64 or 54%**  
 If yes, indicate the classes – **Please see attachment A** **No response – 11 or 9%**
18. Are there plans to drop Business or Marketing classes in the next 1-2 years?  
**Results: Yes= 28 or 24%, No= 91 or 76%** **No response – 11 or 9%**  
 If yes, indicate the classes and the reasons why the classes will be dropped - **Please see attachment B.**
19. Do any Business or Marketing classes meet core academic graduation requirements at your school?  
**Results: Yes= 15 or 13%, No= 104 or 87%** **No response – 11 or 9%**  
 If yes, indicate what classes are required for graduation - **Please see attachment C.**
20. Please describe any integration or collaboration between Business and/or Marketing faculty and other programs in your school.  
**Please see Attachment D.**
21. Does your Business or Marketing program offer a cooperative work experience opportunity for students?  
**Results: Yes= 63 or 53%, No= 56 or 47%** **No response – 11 or 9%**
22. If you responded "yes" above, is there a required, related course that is taken in conjunction with the work experience?  
**Results: Yes= 46 or 63%, No= 27 or 37%** **No response – 57 or 44%**
23. If your program has a cooperative work experience program, how is the supervising teaching compensated for working with the program?  
 1) Release time - **30 or 45%** **No response – 64 or 49%**  
 2) Paid for work outside of school hours - **1 or 2%**  
 3) No compensation - **20 or 30%**  
 4) Other, please specify - **16 or 24% (See Attachment E for "other" specifications)**

24. Does your program incorporate Junior Achievement (JA) in Business or Marketing classes?  
**Results: Yes= 46 or 39%, No= 72 or 61%** **No response – 12 or 9%**

25. If you responded "yes" above, please indicate the JA program that is currently being used.

- 1) JA Banks in Action – 1 or 2%
- 2) JA Be Entrepreneurial – 3 or 6%
- 3) JA Business Ethics – 6 or 13%
- 4) JA Careers with a Purpose – 1 or 2%
- 5) JA Company Program – 0 or 0%
- 6) JA Economics – 1 or 2%
- 7) JA Job Shadow – 1 or 2%
- 8) JA Personal Finance – 5 or 11%
- 9) JA Success Skills – 1 or 2%
- 10) JA Titan – 13 or 28%
- 11) Other, Please specify – 15 or 32% **(See Attachment F for "other" specifications)**

26. Is there a Future Business Leaders of America (FBLA) organization at your school?  
**Results: Yes= 67 or 57%, No= 51 or 43%** **No response – 12 or 9%**

27. Is there a DECA organization at your school?  
**Results: Yes= 37 or 31%, No= 81 or 69%** **No response – 12 or 9%**

28. Is there a Business Professionals of America (BPA) organization at your school?  
**Results: Yes= 0 or 0%, No= 118 or 100%** **No response – 12 or 9%**

29. Do business or marketing classes operate a school store or other school-based enterprise?  
**Results: Yes= 55 or 47%, No= 63 or 53%** **No response – 12 or 9%**

30. If you responded "yes" above, is the operation of the school-based enterprise academically tied to a specific business or marketing class?  
**Results: Yes= 32 or 53%, No= 28 or 47%** **No response – 70 or 54%**

31. If you responded "yes" above, please indicate all Business or Marketing related school-based enterprises operating at your school.

- 1) School Store – 37 or 31%
- 2) School Bank – 5 or 4%
- 3) Other, please specify – 6 or 5% **(See Attachment G for "other" specifications)**

32. If these school-based enterprises are offered in conjunction with a class, please list the class(es).  
**Please see Attachment H.**

## Business and Marketing Courses

33. Does your school offer accounting classes?

**Results: Yes= 92 or 91%, No= 9 or 9%**

**No response – 29 or 22%**

34. If accounting classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Beg. Acct.	0	0	92	79	10	0	4	38	3	Lakeland -1 Didn't List- 2
Adv. Acct.	0	0	70	55	12	1	2	25	2	Lakeland -1 CLEP Option- 1

### Other credit amounts that were listed:

Beginning Accounting:

1. 2 Credits: 1
2. 3 Credits: 1
3. 4 Credits: 1

Advanced Accounting:

1. 2 Credits: 1
2. 3 Credits: 1

### Other Accounting courses offered:

1. Accounting I: 7
2. Accounting II: 7
3. Accounting III: 4
4. Accounting IV: 1
5. College Accounting: 1
6. Transcribed Credit College Accounting: 1
7. Automated Accounting: 1

35. Does your school offer business law classes?

**Results: Yes= 57 or 56%, No= 44 or 44%**

**No response – 29 or 22%**

36. If business law classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Business Law	0	0	52	6	45	2	1	2	1	CLEP Option- 1

### Other credit amounts that were listed:

Business Law:

1. 3 Credits: 1

**Other Business Law courses offered:**

1. Business & Personal Law: 1
2. Law In Everyday Life: 1
3. Advanced You and the Law: 1
4. Business Law II: 1

37. Does your school offer career development classes?

**Results: Yes= 54 or 53%, No= 47 or 47%**

**No response – 29 or 22%**

38. If career development classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Employment Skills	2	8	27	2	23	0	2	1	0	-
Career Development	3	15	21	0	19	0	1	0	0	-

**Other credit amounts that were listed:**

Employment Skills:

1. .25 Credits: 2

Career Development

1. .25 Credits: 2

**Other Employment Skill and Career Development classes that were listed:**

1. Work Place Readiness:1
2. Career Co-op: 1
3. School to Work: 1
4. Career Connections: 1
5. Career Development: 3
6. Career Exploration: 4
7. 8th Grade Careers: 1
8. Exploring Connections: 1
9. Youth Apprenticeship: 1
10. Career Internship: 1
11. Plan Success: 1
12. Financial Literacy: 1

39. Does your school offer business communication classes?

**Results: Yes= 14 or 14%, No= 87 or 86%**

**No response – 29 or 22%**

40. If business communication classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Business Communications	0	0	12	3	9	0	0	2	0	-

**Other Business communication classes that were listed:**

1. Business Issues and Communication
2. Contemporary Writing

41. Does your school offer business communication classes?

**Results: Yes= 93 or 92%, No= 8 or 8%**

**No response – 29 or 22%**

42. If personal finance classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Personal Finance	1	9	85	10	73	1	6	5	0	-

**Other credit amounts that were listed:**

1. .25 Credits: 1
2. 3 Credits: 1

**Other Personal Finance Classes that were listed:**

1. Business & Personal Finance: 2
2. Consumer Education: 2
3. Dollars and Sense: 1
4. Financial Literacy: 1

43. Does your school offer entrepreneurship classes?

**Results: Yes= 47 or 47%, No= 54 or 53%**

**No response – 29 or 22%**

44. If entrepreneurship classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Entrepreneurship	0	3	43	2	13	1	1	4	1	UWCB - 1

**Other credit amounts that were listed:**

1. .25 Credits: 1

**Other entrepreneurship classes that were listed:**

1. Small Business Development II: 1
2. STEM, Inc.: 1
3. Starting Your Own Business: 1
4. Introduction to Business: 1
5. Business Ownership & Entrepreneurship: 1

45. Does your school offer information technology classes?

**Results: Yes= 96 or 95%, No= 5 or 5%**

**No response – 29 or 22%**

46. If information technology classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Word Processing	7	24	63	5	53	1	4	19	-	-
Spreadsheets	3	21	58	2	51	2	4	17	-	-
Database	1	10	46	1	40	-	2	12	-	-
Presentation	7	19	53	2	46	-	3	11	-	-
Multimedia	1	14	34	1	32	-	1	2	-	-
Web Develop	-	4	56	5	50	1	2	1	-	-
Programming	-	-	16	2	11	-	-	1	-	-
Networking	-	-	8	1	7	-	-	-	-	-
Intro to IT	1	2	10	-	9	-	2	1	-	-
Keyboarding	23	29	36	2	32	-	3	4	-	-

**Other credit amounts that were listed:**

1. Word Processing: .25 Credits: 5
2. Spreadsheets: .25 Credits: 5
3. Database: .25 Credits: 5
4. Presentation: .25 Credits: 5
5. Multimedia: 2 Credits: 1
6. Web Development: 2 Credits: 1
7. Programming: 2 Credits: 3
8. Intro to IT: 3 Credits: 1
9. Keyboarding: .25 Credits: 1; 3 Credits: 1

**Other Information Technology classes that were listed:**

1. Graphic Communications Processes
2. Advanced Web
3. Advanced Computer Apps 1: 2
4. Advanced Computer Apps 2
5. Excel II
6. Desktop Publishing: 14
7. Web 2.0: 3
8. Software Applications
9. Computer Applications: 7
10. Information Technology Essentials
11. Introduction to Digital Media: 2
12. Microsoft Office Essentials
13. Information Processing: 7
14. Introduction to Computers
15. Graphic Design: 2
16. Advanced Office Technologies
17. MS Word
18. Microsoft I
19. Microsoft II
20. Game Design
21. Advanced Software Applications
22. Computer Communications
23. Digital Graphics
24. Advanced Microsoft Office
25. Computer & Information Technology
26. Computers in Society
27. Emerging Web Technologies
28. Computer Literacy
29. Web Design II
30. Multi-Media: TV News
31. Online Applications
32. Digital Productions, Inc.
33. Computer Hardware/Software Essentials
34. Web Tools
35. PC Fundamentals I
36. PC Fundamentals II

47. Do students have the opportunity to earn any IT industry certifications (e.g. IC3 or MOUS) at your school?  
**Results: Yes= 13 or 13%, No= 87 or 87% No response – 30 or 23%**

48. If yes, which certifications are students able to earn?  
**CISCO – 3, MOUS – 5, MOS – 3, Adobe Certified – 2, IC2 – 1, IC3 – 2**

49. Does your school offer international business classes?  
**Results: Yes= 18 or 18%, No= 83 or 82% No response – 29 or 22%**

50. If international business classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
International Business	0	0	15	0	15	0	0	0	0	-



**Other international Business classes that were listed:**

1. STEM, Inc.
2. Incorporated in Marketing & Global Entrepreneurship
3. Global Marketplace

51. Does your school offer management classes?

**Results: Yes= 30 or 30%, No= 71 or 70%**

**No response – 29 or 22%**

52. If management classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Management	-	-	24	4	19	1	-	-	1	UWGB- 1

**Other Management classes that were listed:**

1. School Store Management
2. Sports & Entertainment Management
3. STEM, Inc.
4. Corporate Protocol

53. Does your school offer marketing classes?

**Results: Yes= 72 or 71%, No= 29 or 29%**

**No response – 29 or 22%**

54. If marketing classes are offered, please complete the table below.

Course Title	Level Where Offered			Number of Credits		Offered Online/Hybrid?		Offered for Dual Credit: Transcribed with WTC	Offered for Dual Credit: Other Institution	
	Elem.	Middle	HS	1 Credit	.5 Credit	Online	Hybrid	Yes	Yes	List Institutions
Beginning Marketing	-	1	57	18	39	-	1	12	-	-
Advanced Marketing	-	-	27	12	13	-	-	7	-	-
Sports & Entertainment Marketing	-	-	28	3	24	-	3	1	-	-
International Marketing	-	-	2	-	2	-	-	-	-	-
Marketing Management	-	-	3	1	2	-	-	-	-	-
Sales/ Sales Marketing	-	-	8	1	6	-	1	-	-	-

**Other credit amounts that were listed:**

1. Advanced Marketing: 2 Credits: 1; 3 Credits: 1
2. Sports & Entertainment Marketing: 3 Credits: 1
3. Sales/Sales Marketing: 3 Credits: 1

**Other Marketing classes that were listed:**

1. Hospitality & Tourism Marketing
2. Marketing I: 2
3. Intro to Marketing
4. STEM, Inc.
5. Intro to Business & Marketing
6. Starting your own business
7. Retail Operations
8. Retail Operations Internship
9. Marketing/Advertising
10. Marketing II
11. Advertising & Display

55. Please indicate any other classes offered in Business or Marketing at your school which are not included in the above categories.

**Other Classes Not Included in the Categories Given**

1. Video Production
2. Leadership
3. AP Microeconomics
4. Introduction to Business: 12
5. Yearbook: 2
6. MS Rotation
7. Note Taking & Study Skills
8. General Business
9. STEM, Inc.
10. Recordkeeping
11. Medical Terminology & Office Procedures
12. Employability Skills (With the Special Ed Department)
13. 8<sup>th</sup> Grade Business
14. Careers
15. Small Business for Teens
16. Business Operations
17. Real World
18. Workplace Co-Op
19. Work Experience
20. Microsoft Office College Series



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