



STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
LANSING



JENNIFER M. GRANHOLM  
GOVERNOR

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SUPERINTENDENT OF  
PUBLIC INSTRUCTION

August 18, 2008

Dr. Vernon Polite, Dean  
College of Education  
Eastern Michigan University  
310 Porter Street  
Ypsilanti, MI 48197

COPY

Dear Dr. Polite:

The Michigan Department of Education is pleased to inform you that Eastern Michigan University's application for a program to prepare teachers for Provisional/Professional Certificate endorsements and an Interim Occupational Certificate in Vocational Marketing (VM) has been approved. This program may take the place of a minor for the initial certification of secondary teachers. It may be offered as an endorsement for previously certified secondary teachers or simply as an Interim Occupational Certificate in this CIP area:

52.1999 Marketing, Sales, and Service

The program is subject to continuing approval. As you are aware, the Superintendent of Public Instruction has identified a number of initiatives to reform teacher preparation in Michigan. These initiatives include requiring national accreditation for all teacher preparation institutions. All program re-approvals will be based on national accreditation decisions that rely on outcome measures selected to demonstrate that the program has prepared well-qualified teachers. Your institution is encouraged to begin collecting outcome data that is aligned with the teacher preparation program standards approved by the State Board of Education for each specialty-area.

Should you have questions regarding this approval or other aspects of this program, please contact Dr. Catherine Smith, Supervisor, Professional Preparation and Development Unit, at 517/335-4610, or Thomas H. Bell, Higher Education Consultant, at 517/241-0172.

Sincerely,

Flora L. Jenkins, Ph.D.  
Director  
Office of Professional Preparation Services

tb/ew

Enclosure

cc: Shawn Quilter  
Phillip L. Cardon  
Catherine Smith  
Thomas H. Bell

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## Initial Program Approval

### Recommendations from Review Panel Regarding Programs to Prepare Teachers of Vocational Marketing (VM)

including

### Interim Occupational Certificates in this CIP Area

**52.1999 Marketing, Sales and Service**

**November 28, 2007**

<b>Institution: Eastern Michigan University</b>					
Initial Preparation for Teaching Certificates				For teachers already holding a provisional or professional certificate	
Program Level	Vocational Preparation Program (# Credits)	Additional Credits for Vocational Endorsement Program (# Credits)	Preparation Major, if applicable (# Credits)	Preparation Minor, if applicable (# Credits)	Endorsement Only (# Credits)
Elementary					
Secondary	6				6
K-12					
<b>Source of Standards/Guidelines:</b> Michigan State Board of Education				<b>Pub. Date:</b> April 13, 2004	
<b>Program Assessment Summary/Recommendation</b>					
<input checked="" type="checkbox"/>	Meets all standards and requirements		Not all standards and requirements are met		Insufficient documentation for program review
<input checked="" type="checkbox"/>	Approval		Program is not approvable as presented		
<b>Standards/requirements not met:</b>					
<b>Additional information needed/action to be taken:</b>					
<b>Comments:</b>					