



Tomorrow starts here.

East Carolina University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, creed, sexual orientation, or disability. An equal opportunity/affirmative action university, which accommodates the needs of individuals with disabilities.

COLLEGE OF EDUCATION
**DEPARTMENT OF BUSINESS
AND INFORMATION
TECHNOLOGIES EDUCATION**



Anthony Garner business education

“This department ensures that its graduates are knowledgeable about all technologies. I feel I am ultimately prepared to teach in the business education field because of what this department has taught me. I feel that all my courses I have taken in this department have led to making me a better teacher. Each course and professor in their own way has improved upon my skills and given me invaluable information.”

For a century, East Carolina has upheld teacher preparation and development as a central focus. Today, ECU’s College of Education is the largest producer of educators in North Carolina. The college maintains a strong reputation for its professional development programs. As a nationally recognized leader in teacher preparation, the College of Education offers undergraduate and graduate programs of study that incorporate state-of-the-art facilities; internship opportunities with established professionals; and a collaborative community of top-notch faculty members, alumni, school systems, and community partners.

In this digital age, the best professionals are experts who understand the emerging technologies that are changing the world’s professional landscape.

East Carolina prepares those kinds of professionals.

As a student in East Carolina’s Department of Business and Information Technologies Education (BITE), you will receive a cutting-edge education that will prepare you to make a positive difference. You will develop close working relationships as you collaborate on projects with your classmates and make technology an active part of your career skills. You can choose from majors in business education, marketing education, and information technologies, each of which will help you open doors to a fulfilling future.

**Nonteaching Program
Information Technologies**

Information technology is a positive result of the electronic computer age. Information processing systems have created many careers for both men and women. As we move into the twenty-first century, it is predicted that there will be a severe shortage of qualified people to fill vacancies in information processing positions. Graduates of this program work in a variety of settings, including hardware and software support, office management, systems management in small companies, consulting, training specialist positions for sales organizations or companies, hardware and software sales and service, desktop publishing, Web site development, and traditional office support positions.

Teacher Education Licensure Programs

Business Education

The business education teacher licensure program prepares you to become a business education teacher for secondary or postsecondary school teaching positions. Teaching areas include digital communications systems, principles of business, accounting, computerized accounting, computer applications I and II, and business management/entrepreneurship. Licensure in business education also qualifies you to coordinate the cooperative office occupations work experience program in your school. If you complete the program requirements but decide not to teach, you are also prepared for employment in the business sector.

Marketing Education

The marketing education teacher licensure program prepares you to become a marketing education teacher for secondary or postsecondary school teaching positions. Teaching areas include marketing, fashion merchandising, sales, advertising, sales promotion, merchandising, marketing management/entrepreneurship, strategic marketing, and sports marketing. In addition, you are qualified to coordinate the marketing education cooperative work experience program and advise the DECA student marketing organization in your school. If you complete the program requirements but decide not to teach, you are also prepared for employment in a marketing-related industry.

Online Programs

The Department of Business and Information Technologies Education delivers the information technologies program, the business education program, the MAEd in business education program, and the MS in vocational education—information technology program entirely online for students who are seeking online degrees in these areas.

Contact Us

For more information about any of the programs in the Department of Business and Information Technologies Education, call 252-328-6983 or e-mail bassm@ecu.edu. For information on graduate programs, e-mail Dr. Lilla Holsey at holseyl@ecu.edu.

If you are interested in pursuing any of the undergraduate programs on campus, e-mail Dr. Lon Pierce at piercel@ecu.edu. If you are interested in pursuing any of the undergraduate programs through distance education, e-mail Ms. Cynthia Miller at millercy@ecu.edu.

A number of professional organizations focusing on business and information technologies can help you advance your educational and career goals. Visit their Web sites for more information.

Association of Career and Technical Education
<http://www.acteonline.org/>

Beta Kappa Chapter of Pi Omega Pi (Undergraduate Honor Society)
<http://www.bcte.ecu.edu/POP/default.htm>

Gamma Psi Chapter of Delta Pi Epsilon (Graduate Honor Society)
<http://www.dpe.org/core/home.htm>

National Business Education Association
<http://www.nbea.org/>

North Carolina Business Education Association
<http://www.ncbea.org/index/>

North Carolina State Department of Public Instruction
<http://www.dpi.state.nc.us/>

North Carolina State Department of Public Instruction, Workforce Development
http://www.dpi.state.nc.us/workforce_development/

Southern Business Education Association
<http://www.sbea.us/>

Ashleigh Phillips business and marketing education

“My professors are all very different, but they all share a passion for educating and they are willing to share their knowledge about business, education, technology, and about life in general. By being a student of the BITE department, I’ve learned just as many valuable life lessons as I have textbook lessons. I am confident that my experience within this program has shaped me to become a successful and knowledgeable business education professional.”

