

BUSINESS MARKETING AND MANAGEMENT CAREER PATHWAY

State-Designated Pedagogy Requirements (*Effective July 1, 2019*):

- 7-12 PLT; or
- Practicum, internship, or student teaching 7-12; or
- 2 years of verified teaching experience in a 7-12 setting

Coursework Requirements:

9 Semester hours of coursework

- 3 credits in Marketing
- 6 credits related to Marketing, Accounting, Business Management or Finance

State-Designated Test Requirements:

Test #	Test Name	Cut Score	Effective Date
5561	Marketing Education	158	05/15/2017

Other Requirements:

4000 Hours of Validated Work Experience in a Related Field within the previous five years		
Business Owner	Manager	Office Manager
Accountant	Bookkeeper	Real Estate Agent
Banker	Insurance Agent	Sales Management
Human Resources	Administrator	Administrative Assistant
Entrepreneur	Merchandising Agent	

Preparations that can add this Endorsement:

Preparation	Pedagogy		CTE Methods		Test		Coursework		Other
Early Childhood	X	AND	X	AND	X	OR	X	OR	X
Elementary	X	AND	X	AND	X	OR	X	OR	X
Secondary			X	AND	X	OR	X	OR	X
CTE Preparation					X	OR	X	OR	X
K-12			X	AND	X	OR	X	OR	X
Early Childhood SPED	X	AND	X	AND	X	OR	X	OR	X
K-12 SPED			X	AND	X	OR	X	OR	X
CTE Instructor Permit			X	AND	X	OR	X	OR	X

Assignment Codes:

Code	Assignment Description
10005	Advanced Computer Applications
12056	International Business and Marketing
12164	Principles of Marketing

July 1, 2017