

MARKETING CAREER CLUSTER

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:

18 Semester hours of coursework (at least 6 in upper division coursework)

- Methodology
- Marketing
- Merchandising
- Promotion/advertising
- Salesmanship
- Entrepreneurship education
- Management
- International Marketing
- National policies
- Ethics
- Political thinking
- Supervised work-based learning
- Information systems
- Marketing/retailing related occupational work-based practicum

State-Designated Test Requirements (passage of one test):

Test #	Test Name	Cut Score	Effective Date
5561	Marketing Education	158	05/15/2017
	American Marketing Association Professional Certified Marketer		

Preparations that can add this Endorsement:

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

July 1, 2017

Assignment Codes:

Code	Assignment Description
10505	Academic Technology Enrichment K-8
12104	Accounting I
10005	Advanced Computer Applications
12009	Business Communications
12105	Business Economics
11154	Commercial Graphic Design
12152	Comprehensive Marketing
19301	Consumer Services & Product Development
11152	Desktop Publishing
12061	Entrepreneurial Skills
12053	Entrepreneurship
12056	International Business and Marketing
12051	Intro to Business
16001	Introduction to Hospitality and Tourism
12166	Marketing Management
12160	Marketing Merchandising
12167	Marketing Research
12198	Marketing Work-based Experience
10203	Multi-Media Design
19262	Personal Finance
12164	Principles of Marketing
12202	Principles of Selling
12161	Retail Marketing
12163	Sports and Entertainment Marketing
10009	Web Publishing & Design