

SALES, MERCHANDISING, AND MARKETING RESEARCH SUPPORT 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

- 1 or more credits in marketing
- 1 or more credits in graphic design

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

Test #	Test Name	Cut Score	Effective Date
5261	NOCTI Advertising and Design	68.2	05/15/2017
	Licensed Real Estate Agent		
	National Retail Federation – Retail Merchandising Certification		

Other Requirements:

4000 Hours of Validated Work Experience in a Related Field within the previous five years		
Business Owner	Manager	Real Estate Agent
Sales Management	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	Code	Assignment Description
10505	Academic Technology Enrichment K-8	16001	Introduction to Hospitality and Tourism
10005	Advanced Computer Applications	12160	Marketing Merchandising
12009	Business Communications	12161	Retail Marketing
11154	Commercial Graphic Design	10203	Multi-Media Design
12053	Entrepreneurship	12166	Marketing Management
12056	International Business and Marketing		

July 1, 2017