

MARKETING CAREER CLUSTER

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 |

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 | | |

Assignment Codes:

| Code | Assignment Description |
|-------|---|
| 10005 | Business Computer Applications |
| 10049 | Advanced Business Computer Applications |
| 10505 | Academic Technology Enrichment K-8 |
| 10203 | Multimedia Design |
| 11152 | Desktop Publishing |
| 12051 | Intro to Business |
| 12053 | Entrepreneurship |
| 12056 | International Business and Marketing |
| 12061 | Entrepreneurial Skills |
| 12104 | Accounting I |
| 12105 | Business Economics |
| 12108 | Advanced Accounting |
| 12109 | Specialized Accounting |
| 12152 | Marketing Strategies |
| 12160 | Marketing Merchandising |
| 12161 | Retail Marketing |
| 12163 | Sports and Entertainment Marketing |
| 12164 | Marketing Principles |
| 12166 | Marketing Management |
| 12167 | Marketing Research |
| 12199 | Marketing Communications |
| 12202 | Principles of Selling |
| 16001 | Introduction to Hospitality and Tourism |
| 19262 | Personal Finance |
| 22101 | Leadership & Service |
| 22104 | Service Learning |
| 22151 | Career Exploration |
| 22152 | Employability |
| 80018 | Youth Internship |
| 80019 | Senior Experience |
| 80020 | Youth Apprenticeship |
| 80026 | Entrepreneurship Experience |