

<b>Cluster: Marketing</b>			
Administrative Rule	Endorsement Name	Old Rules	New Rules
<p>OLD: 24:15:06:12</p> <p>NEW: 24:15:10:07 24:15:10:11</p>	<p>Marketing Cluster Endorsement</p>	<p>Formerly 7-12 marketing education.</p> <p>Requires completion of career and technical education alternative route to certification; or Bachelors in education degree</p> <p>AND</p> <p>1. 18 semester hours in marketing, with at least six in upper division coursework, to include methodology, marketing, merchandising, promotion/advertising, salesmanship, entrepreneurship education, management, international marketing, national policies, ethics, political thinking, supervised work-based learning, information systems, and a marketing/retailing-related occupational work-based practicum. No state test is required or available to validate this endorsement.</p>	<p>Requires, completion of career and technical education traditional certification or alternative route to certification.</p> <p>AND</p> <p>1. 18 credits total, including: at least 6 credits in upper division coursework, to include methodology, marketing, merchandising, promotion/advertising, salesmanship, entrepreneurship education, management, international marketing, national policies, ethics, political thinking, supervised work-based learning, information systems, and a marketing/retailing related occupational work-based practicum OR</p> <p>2. Passage of one of the following state certification exams: Marketing Education Praxis (5561) American Marketing Association- Professional Certified Marketer</p>

Cluster: Marketing (cont.)			
Administrative Rule	Endorsement Name	Old Rules	New Rules
<p>OLD: None</p> <p>NEW: 24:15:10:01 24:15:10:02(8)</p>	Sales, Merchandising & Market Research	New endorsement. No corresponding old rules.	<p>Requires, completion of career and technical education traditional route to certification; OR CTE specialist route to certification</p> <p>AND</p> <p>1. 9 credits total, including: at least 1 credit from each of the following: -marketing -graphic design OR</p> <p>2. Passage of one of the following state certification exams: NOCTI Advertising &amp; Design Licensed Real Estate Agent National Retail Federation- Retail Merchandising Certification OR</p> <p>3. 4,000 hours of validated work experience in a related field within the previous five years, including the following: Business Owner Manager Real Estate Agent Sales Management Entrepreneur Merchandising Agent</p>