

MARKETING, SALES AND SERVICE 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:

Test #	Test Name	Cut Score	Effective Date
5624	Principles of Learning and Teaching (7-12 PLT)	157	07/01/2012
Waiver of Pedagogy Test			7-12 PLT
The PLT test may be waived if verification of two or more years of state-certified teaching experience in the grade span of the endorsement is documented.			Experience in a 5-12 grade span

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		

Coursework Requirements:

18 Semester hours of coursework (at least 6 in upper division coursework)		
• Ethics	• Entrepreneurship education	• Methodology
• Information systems	• International Marketing	• Political thinking
• Management	• Marketing/retailing related work-based practicum	• Salesmanship
• Marketing	• Merchandising	• Promotion/advertising
• National policies		• Supervised work-based learning

Assignment Codes:

Code	Assignment Description	Code	Assignment Description
02993	Mathematics – Test Preparation	12202	Principles of Selling & Advertising
10004	Workplace Technology Skills	16001	Introduction to Hospitality and Tourism
10005	Business Computer Applications	19262	Personal Finance
10049	Advanced Business Computer Applications	19264	Consumer Resources and Management
10052	Computer Science Principles	22001	Standardized Test Preparation
10057	Computer Science Essentials	22004	Dropout Prevention
10203	Multi-Media Design	22051	Office Aide (By Students)
11152	Desktop Publishing	22054	Tutoring (By Students)
12051	Introduction to Business	22101	Leadership and Service
12056	International Business and Marketing	22104	Service Learning
12061	Entrepreneurial Skills	22106	Freshman Seminar
12104	Accounting I	22110	AP Seminar
12105	Business Economics	22151	Career Exploration
12108	Accounting II	22152	Employability
12109	Advanced Accounting	22250	Exploratory

12152	Marketing Strategies	22990	JAG – Middle School
12160	Marketing Merchandising	22991	JAG – High School
12161	Retail Marketing	25013	Life Management
12163	Sports and Entertainment Marketing	80018	Youth Internships
12164	Marketing Principles	80019	Senior Experience
12166	Marketing Management	80026	Entrepreneurship Experience
12167	Marketing Research	80020	Youth Apprenticeship
12199	Marketing Communication	80033	E-Mentor (certified staff)