

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:

Test #	Test Name	Cut Score	Effective Date
5624	Principals 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
• Information systems	• International Marketing
• Management	• Marketing/retailing related occupational work-based practicum
• Marketing	• Merchandising
• Methodology	• National policies
• Political thinking	• Promotion/advertising
• Salesmanship	• Supervised work-based learning

Assignment Codes:

Code	Assignment Description
10005	Business Computer Applications
10049	Advanced Business Computer Applications
10203	Multi-Media Design
11152	Desktop Publishing
12051	Introduction 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 Communication
12202	Principles of Selling
16001	Introduction to Hospitality and Tourism
19262	Personal Finance
19264	Consumer Affairs
22101	Leadership and Service
22104	Service Learning
22152	Employability