

SALES, MERCHANDISING, AND MARKETING RESEARCH SUPPORT CAREER PATHWAY

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

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
NOCTI 5319	Advertising and Design	62.0	02/23/2026
NOCTI 5981	Retail Merchandising	63.5	02/23/2026

Coursework Requirements:

9 Semester hours of coursework including:
<ul style="list-style-type: none"> 1 or more credits in marketing 1 or more credits in graphic design

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

Assignment Codes:

Code	Assignment Description	Code	Assignment Description
02993	Mathematics – Test Preparation	22054	Tutoring (By Students)
10004	Workplace Technology Skills	22101	Leadership and Service
10005	Business Computer Applications	22104	Service Learning
10049	Advanced Business Computer Applications	22106	Freshman Seminar
10203	Multi-Media Design	22110	AP Seminar
12056	International Business and Marketing	22151	Career Exploration
12160	Marketing Merchandising	22152	Employability
12161	Retail Marketing	22250	Exploratory
12163	Sports and Entertainment Marketing	22990	JAG – Middle School
12166	Marketing Management	22991	JAG – High School
12167	Marketing Research	25013	Life Management
12199	Marketing Communication	80018	Youth Internships
16001	Introduction to Hospitality & Tourism	80019	Senior Experience

22001	Standardized Test Preparation	80026	Entrepreneurship Experience
22004	Dropout Prevention	80020	Youth Apprenticeship
22051	Office Aide (By Students)	80033	E-Mentor (certified staff)