

**Marketing Education  
CTE Work Experience Alternative Route License**

Career and Technical Ed Program Area	Eligibility Requirements for Employment	License Requirements				
<p><b>Marketing Education</b></p>	<p><b>Degree</b></p> <ul style="list-style-type: none"> <li>• Bachelor’s Degree in Field</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>➤ Accounting</li> <li>➤ Administrative Systems</li> <li>➤ Business Administration</li> <li>➤ Computer Science</li> <li>➤ Entrepreneurship</li> <li>➤ Finance</li> <li>➤ Information Technologies</li> <li>➤ Management</li> <li>➤ Management Information Systems</li> <li>➤ Marketing</li> <li>➤ Personal Finance</li> </ul> <p><b>Work Experience</b></p> <ul style="list-style-type: none"> <li>• Two Years Related Work Experience within the past five years</li> </ul> <p><b>Credential</b></p> <ul style="list-style-type: none"> <li>• Industry Certification or Credentials: <ul style="list-style-type: none"> <li>➤ For the following courses, the listed exams are <b>required before employment:</b> None at this time.</li> </ul> </li> </ul>	<p><b>Coursework (18 hours --- 6 hours per year)</b></p> <p>The following are required courses; 15 hours are required:</p> <ul style="list-style-type: none"> <li>• Curriculum Instructional Planning and Assessments in Marketing Education</li> <li>• Instructional Methods in Marketing Education (this requirement can be met by the 80 hour induction program)</li> <li>• Reading in the Content Area Methods</li> <li>• Meeting Special Learning Needs; Exceptionalities; Diversity</li> <li>• Classroom Management OR Learning Theory; Learning Styles; Motivation; How Adolescents Learn</li> </ul> <p>The following are elective courses; three hours are required:</p> <ul style="list-style-type: none"> <li>• Advanced Computer Concepts and Applications</li> <li>• Business OR Marketing Information Systems</li> <li>• Digital Communications Systems</li> <li>• Personal Finance</li> </ul> <p><b>Induction</b></p> <ul style="list-style-type: none"> <li>• 80 Hour Marketing Education Teacher Induction Program sponsored by Career and Technical Education, State Department of Public Instruction [not required if instructional methods has been completed]</li> </ul> <p><b>Credential</b></p> <ul style="list-style-type: none"> <li>• Industry Certification or Credentials: <ul style="list-style-type: none"> <li>➤ For the following courses, the listed exams are required:</li> </ul> </li> </ul> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u>Courses</u></td> <td style="text-align: center;"><u>Credential</u></td> </tr> <tr> <td style="text-align: center;">All Courses</td> <td style="text-align: center;">Praxis II Subject Assessment</td> </tr> </table>	<u>Courses</u>	<u>Credential</u>	All Courses	Praxis II Subject Assessment
<u>Courses</u>	<u>Credential</u>					
All Courses	Praxis II Subject Assessment					