

CONTENT EVALUATION WORKSHEET
Secondary Marketing Education
Application for Alternative Teaching License

Applicant

Legal name:

Date:

Requirements Met

The alternative license applicant is required to have:

- a. Documented evidence of 24 semester hours of college level coursework from a regionally accredited college or university in each of the areas listed below, OR
- b. A passing score on the Marketing Place exam (#35).

Course Requirements		Sem Hrs
Marketing (6 semester hours)		
Economics (Macro or Micro) (3 semester hours)		
Consumer Behavior/Sales (3 semester hours)		
Accounting/Finance (3 semester hours)		
Business/Public Policy or Marketing Research (3 semester hours)		
Business Communication and Report Writing (3 semester hours)		
Business Law (3 semester hours)		
Total Hours		

Marketing Education exam (#35).

Passed

NOT passed