

Evaluation for secondary CTE Marketing credential/endorsement

Name _____

Date _____

Requirements for a Professional CTE authorization/endorsement:

To be issued a professional CTE credential applicants must meet the requirements below

Section #1: 24 semester hours (sh) of coursework from a regionally accredited institution in the areas listed below.

Coursework must be verified on an official transcript.

- o A minimum of three (3) sh of coursework is required in each of the areas listed below.

Content related coursework (24 sh)*	Related coursework	Semester hours (sh)
a) Principles of marketing		
b) Economics		
c) Information technology or computer applications		
d) International/global marketing or business		
e) Retailing or merchandising		
f) Promotion or advertising		
g) Business law or ethics		
h) Market research		
Total semester hours		

*A total of six semester hours may be earned through verified related work experience (40 hours: 1 semester hour) and/or professional development (15 hours: 1 semester hour) within the last 7 years. If an applicant uses work experience to meet coursework requirements that same work experience may not be used to meet requirements in other sections.

Section #2: 2,000 hours of verified occupational experience

2,000 hours of related occupational experience (verified using the occupation experience form in the application) within the last seven years. Applicants may include up to 800 hours of supervised student teaching in marketing toward the 2,000 hour requirement. <p style="text-align: center;">OR</p> Three (3) years full-time teaching experience in this content area within the last seven years (full-time is defined as more than ½ of a teaching load is dedicated to teaching in the content area).	
---	--

Section #3: CTE Coursework as assigned from the initial credential below.

Section #4: Passing score on the Marketing PLACE exam or meet Colorado testing requirements for licensure.

Section #5: Valid secondary educator license in any endorsement area.

Initial CTE Authorization (For applicants not meeting professional requirements)

Applicant must meet the requirements below to receive an Initial CTE Authorization in this area and is allowed three years to fulfill the professional authorization requirements:

1. 18 semester hours of related college coursework (refer to section #1 above)
2. 50% of verified occupational experience hours (refer to section #2 above)
3. Passing score on the Marketing PLACE exam or meet Colorado testing requirements for licensure.

Please be advised that the Initial CTE Authorization cannot be renewed. In order to move from an initial authorization to a professional authorization you will be assigned:

1. Additional 6 semester hours of content related coursework to reach the required 24 hours if the applicant is missing hours,
2. Four semester hours of CTE related coursework (see section #3 below),
3. Any additional occupational experience required to meet the 2,000 hour requirement,

The applicant has three years to meet these requirements and submit all documentation to CDE with a new application for a professional endorsement.

Section #3: Coursework to be assigned when initial CTE authorization is issued. Applicant has three years to complete the assigned coursework requirements. Coursework can be completed through approved courses only and must be documented on a college transcript. A list of approved courses can be found at: http://www.coloradostateplan.com/cred_requirements.htm

CTE related coursework (4 sh)	Semester hours
a) CTE philosophy, operation and management (2sh)	
b) Student organization/leadership development and building industry partnerships (2sh)	