

Secondary CTE Marketing Credential

Applicant

Legal name: _____

Date: _____

Requirements

- a. Hold a valid secondary (7-12) teaching license or secondary alternative teaching license in any endorsement area. (Alternative Candidates Only: If the Alternative Program is not successfully completed, this CTE credential will be subject to revocation.)
- b. 24 semester hours of coursework from a regionally accredited institution verified on an official transcript.
 - o A minimum of three semester hours of coursework is required in each of the areas listed below
OR
 - o Passing score on the PLACE #35 Marketing content exam.
- c. Experience (Credit for student teaching up to 800 hours, in the content area, may be applied to either occupational or teaching experience):
 - o 2,000 hours of verified occupational (non-teaching) experience in the content area within the last seven years
OR
 - o 3 years full-time teaching experience in the content area within the last seven years (full-time is defined as 51% or more of a teaching schedule dedicated to teaching in the content area).

Content coursework (3 semester hours in each of the areas)	Coursework	Semester Hours
Principles of marketing		
Economics		
Information technology or computer applications		
International/global marketing or business		
Retailing or merchandising		
Promotion or advertising		
Business law or ethics		
Market research		
Total semester hours		
Credit may be applied from a maximum of 6 semester hours of documented professional development or work experience. Must be documented in the application.		

PLACE Marketing exam (#35)

Passed NOT passed

Note: Initial (3 year) CTE Authorizations cannot be renewed and always include mandatory CTE coursework assigned at the time of issuance. You will be notified by CDE via email of all required coursework that is needed to move from a three year to a five year CTE Authorization. Please do not enroll in coursework related to this CTE Authorization until you have been notified by the Colorado Department of Education.