

**Career and Technical Education – Marketing Education
Content Area Course Requirements for Provisional Licensure**

Student's Name: _____

1. Section § 22.1-298.1 of the Code of Virginia requires that every teacher seeking an initial license in the Commonwealth with an endorsement in the area of career and technical education shall have an industry certification credential in the area in which the teacher seeks endorsement. List earned certifications, if any, from the [VDOE's list of the teacher-eligible approved industry certifications](#):

2. Completed 39 semester hours of coursework in related course work as outlined below:

Categories	Course Number	Course Title(s)	Institution	Hours	Grade
Marketing processes and environment (3 hours)					
Management and supervision (6 hours)					
Economics (3 hours)					
Merchandising and operation (3 hours)					
Advertising and promotion (6 hours)					
Sales and selling (3 hours)					
Communication theory and techniques (3 hours)					
Consumer behavior (3 hours)					
International (global) marketing (3 hours)					
Finance, accounting, or marketing mathematics (3 hours)					
Technology applications (3 hours)					
Supervised occupational experience (3 hours) ¹					
Total Hours in Marketing			of 39	GPA	

¹: Supervised marketing occupational experience, 3 semester hours, or one year of successful full-time work experience in the field of marketing may be accepted in lieu of the supervised marketing internship.

3. Completed 18 semester hours of coursework in professional studies, as mandated by the Virginia Department of Education. Required courses for endorsements in secondary grades 6-12 are as follows:

Categories	Course Code(s)/ Number(s)	Course Title(s)	Institution	Hours	Grade
VDOE Standard 1 - Human Development and Learning (<i>Psych Foundations for Teachers</i> or similar)					
VDOE Standard 2 - Curriculum and Instruction (<i>Methods of Planning Instruction</i> or similar)					
VDOE Standard 3 - Assessment Of and For Learning (<i>Students Assessment in CTE</i> or similar)					
VDOE Standard 4 - Foundations of Education and the Teaching Profession (<i>Schooling in American Society</i> or similar)					
VDOE Standard 5 - Classroom and Behavior Management (<i>Behavior Management in K-12 Classrooms</i> or similar)					
VDOE Standard 6A -. Language and Literacy A. Literacy in the content area (<i>Comp. Reading in the Content Area</i> or similar)					
VDOE Standard 6B - Language and Literacy B. Special Education (<i>Educating Exceptional Learners</i> or similar)					
Total Hours in Professional Studies		Of 18	GPA		

Student signature

date
