



Marketing (Grades 7-12)

Added Endorsement/Alternative License Content Evaluation Worksheet

Applicant

Legal name:

Date:

Requirements

Professional competency in this content area must be demonstrated by one of the following pathways:

- A. Documented evidence from an accepted, regionally accredited college or university indicating completion of 24 semester hours of college level coursework that meet the minimum requirement in each of the areas listed below. This may include a maximum of six semester hours of documented professional development or work experience.
OR
- B. Hold a degree in Marketing.
OR
- C. A passing score on one (1) of the following Marketing content exams: (Check one option below and upload a copy of your official score report)
 - A passing score of 157 or higher on Praxis #5561
 - A passing score of 220 or higher on the PLACE #35 (the last administration for all PLACE exams will be May 6, 2017 and will be accepted for 5 years until May 6, 2022)

Content coursework requirements	Coursework	Semester Hours	FOR OFFICE USE ONLY
Marketing (6 semester hours)			
Economics (Micro or Macro) (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 semester hours (24 semester hours required)			