



MARKETING, GRADES 9-12 - ALTERNATIVE

EDUCATOR PREPARATION PROGRAM NAME NORTHWEST MISSOURI STATE UNIVERSITY	EDUCATOR PREPARATION PROGRAM CODE 118118
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INSTRUCTIONS

Please complete Educator Preparation Program (EPP) Name & EPP Code above. The EPP Code may be located at <https://dese.mo.gov/sites/default/files/EPP-Code-Name.pdf>

Certification Requirements:

- **Course Number** – List the course number(s) for the course(s) or groups of competencies that align with the specific section of the requirements. It is possible to have more than one course or group listed.
- **Course Title** – List the course title(s) for the course(s) or groups of competencies that align with the specific section of the requirements. It is possible to have more than one course or group listed.
- **Semester Hours** – List the number of semester hours for each specific section. It is possible to use decimals (to the nearest tenth) to indicate partial use of a course to meet a requirement. The total number of semester hours must meet or exceed the minimum required number of semester hours.

Email the completed cover sheet, curriculum matrix, and advising/program information to DESE.MoSPETransition@dese.mo.gov on or before the date established in the Transition Plan.

QUESTIONS: Contact Educator Preparation, 573-751-1668 or DESE.MoSPETransition@dese.mo.gov

A. Professional Requirements (Minimum of 26 semester hours)			
1. Content Planning and Delivery			
	Course Number	Course Title	Semester Hours
a. Curriculum and Instructional Planning	44-580 or 44-480	Methods of Teaching Business and Marketing	1
b. Instructional Strategies and Techniques in Content Area Specialty	44-580 or 44-480	Methods of Teaching Business and Marketing	1
c. Assessment, Student Data, and Data-Based Decision-Making	44-580 or 44-480	Methods of Teaching Business and Marketing	1
d. Strategies for Content Literacy	62-553 OR 62-619	Reading Program in Secondary School OR Literacy in the Secondary School	
e. Critical Thinking and Problem Solving	61-615 61-617	Organizing for Learning Organizing for Learning II	.5 1.5
f. English Language Learning	61-569	Multiculturalism	.75
2. Individual Student Needs			
	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	61-614	Introduction to Teaching	.5
b. Psychology/Education of the Exceptional Child	61-616	Teaching Strategies	2
c. Differentiated Learning	61-569 61-633 61-614	Multiculturalism Curriculum Design Introduction to Teaching	.75 .325 1
d. Classroom Management	61-615 61-617	Organizing for Learning Organizing for Learning II	1 1
e. Cultural Diversity	61-569	Multiculturalism	1.5
f. Educational Psychology	61-614	Introduction to Teaching	.5
3. Schools and the Teaching Profession			
	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	61-615	Organizing for Learning	.5
b. Legal/Ethical Aspects of Teaching	61-617	Organizing for Learning II	.5
4. Secondary Literacy (Minimum of six semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	62-553 OR 62-619	Reading Program in Secondary School OR Literacy in the Secondary School	3
b. Instructional Interventions for Students with Reading Deficits	61-649	Issues in Education	3
Professional Requirements - Total Semester Hours			26

B. Field and Clinical Experiences (Minimum of ten semester hours)			
	Course Number	Course Title	Semester Hours
1. Early Field Experiences (Minimum of one semester hour with a minimum of 30 clock hours)	61-614	Introduction to Teaching	Candidate must be issued a provisional certificate and complete 2 years of successful teaching experience.
2. Mid-Level Field Experiences (Minimum of one semester hour with a minimum of 45 clock hours)	61-616	Teaching Strategies	Candidate must be issued a provisional certificate and complete 2 years of successful teaching experience.
3. Culminating Clinical Experiences (Minimum of eight semester hours with a minimum of 12 weeks in one placement)	61-690	Internship in Teaching	Candidate must be issued a provisional certificate and complete 2 years of successful teaching experience.
Field and Clinical Experiences - Total Semester Hours			Candidate must be issued a provisional certificate and complete 2 years of successful teaching experience.
C. Marketing Content Knowledge Area (Minimum of 36 semester hours) **All fulfilled through undergraduate degree in related content area OR passage of the designated Missouri Content Assessment.			
	Course Number	Course Title	Semester Hours
1. Management or Business Administration (three semester hours)			
2. Economics (six semester hours)			
3. Electives from Business, Management, or Entrepreneurship (nine semester hours)			
4. Marketing (suggested areas: Distribution, Financing, Marketing-Information Management, Promotion, Selling, Product/Service Management, International Marketing, and E-Commerce Marketing) (15 semester hours)			
5. Coordination of Cooperative Education (three semester hours)			
Content Knowledge Area - Total Semester Hours			**All fulfilled through undergraduate degree in related content area OR passage of the designated Missouri Content Assessment.

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