



MARKETING, GRADES 9-12 - ALTERNATIVE

EDUCATOR PREPARATION PROGRAM NAME Avila University	EDUCATOR PREPARATION PROGRAM CODE 511932
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INSTRUCTIONS

Please complete Educator Preparation Program (EPP) Name & EPP Code above.

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	ED 585 ED 515	Practicum General Methods & Differentiated Learning	1.0 1.0
b. Instructional Strategies and Techniques in Content Area Specialty	ED 555	Special Methods	1.0
c. Assessment, Student Data, and Data-Based Decision-Making	ED 515 ED 520 ED 595 or ED 596	General Methods & Differentiated Learning Technology in Education Final Clinical Experience or Internship	1.0 1.5 1.0
d. Strategies for Content Literacy	ED 575 ED 576	Reading Strategies & Interventions in the Content Area I Reading Strategies & Interventions in the Content Area II	- -
e. Critical Thinking and Problem Solving	ED 520 ED 585 ED 595 or ED 596	Technology in Education Practicum Final Clinical Experience or Internship	1.5 - 1.0
f. English Language Learning	ED 587	Multicultural Foundations of Education	1.0

2. Individual Student Needs

	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	ED 529	Developmental & Educational Psychology	1.5
b. Psychology/Education of the Exceptional Child	ED 535	Psychology of the Exceptional Child	2.0
c. Differentiated Learning	ED 515 ED 520 ED 555	General Methods & Differentiated Learning Technology in Education Special Methods	1.0 1.5 1.0
d. Classroom Management	ED 519	Managing the Learning Environment	2.0
e. Cultural Diversity	ED 587	Multicultural Foundations of Education	2.0
f. Educational Psychology	ED 529	Developmental Educational Psychology	1.5

3. Schools and the Teaching Profession

	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	ED 585 ED 594	Practicum Final Clinical Experience Seminar	1.0 2.0
b. Legal/Ethical Aspects of Teaching	ED 535 ED 519	Psychology of the Exceptional Child Managing the Learning Environment	1.0 1.0

4. Secondary Literacy (Minimum of 6 semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	ED 575	Reading Strategies & Interventions in the Content Area I	3.0
b. Instructional Interventions for Students with Reading Deficits	ED 576	Reading Strategies & Interventions in the Content Area II	3.0
Professional Requirements - Total Semester Hours			31.00
B. Field and Clinical Experiences (Minimum of 10 semester hours)			
	Course Number	Course Title	Semester Hours
1. Early Field Experiences (Minimum of 1 semester hour with a minimum of 30 clock hours)	ED 585	Practicum	1.0
2. Mid-Level Field Experiences (Minimum of 1 semester hour with a minimum of 45 clock hours)	ED 555	Special Methods	1.0
3. Culminating Clinical Experiences (Minimum of 8 semester hours with a minimum of 12 weeks in 1 placement)	ED 595 <i>or</i> ED 596	Final Clinical Experience <i>or</i> Internship	8.0
Field and Clinical Experiences - Total Semester Hours			10.00
C. Marketing Content Knowledge Area (Minimum of 36 semester hours)			
	Course Number	Course Title	Semester Hours
1. Management or Business Administration (3 semester hours)	N/A	Possession of a Bachelor's Degree in a related content area and/or passing score on the 9-12 Marketing MoCA	0.0
2. Economics (6 semester hours)	N/A		0.0
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)	N/A		0.0
4. Marketing (suggested areas (1) Distribution, (2) Financing, (3) Marketing-Information Management, (4) Promotion, (5) Selling, (6) Product/Service Management, (7) International Marketing, and (8) E-Commerce Marketing) (15 semester hours)	N/A		0.0
5. Coordination of Cooperative Education (3 semester hours)	N/A		0.0
Content Knowledge Area - Total Semester Hours			0.0

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