



MARKETING, GRADES 9-12

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 185/585 ED 315/515	Practicum General Methods & Differentiated Learning	1.0 1.0
b. Instructional Strategies and Techniques in Content Area Specialty	ED 455/555	Special Methods	1.0
c. Assessment, Student Data, and Data-Based Decision-Making	ED 315/515	General Methods & Differentiated Learning	1.0
	ED 320/520	Technology in Education	1.0
	ED 495/595 or ED 596	Final Clinical Experience or Internship	1.0
d. Strategies for Content Literacy	ED 375/575	Reading Strategies & Interventions in the Content Area I	-
	ED 376/576	Reading Strategies & Interventions in the Content Area II	-
e. Critical Thinking and Problem Solving	ED 185/585	Practicum	-
	ED 320/520	Technology in Education	1.0
	ED 495/595 or ED 596	Final Clinical Experience or Internship	1.0
f. English Language Learning	ED 287/587	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 229/529	Developmental & Educational Psychology	1.5
b. Psychology/Education of the Exceptional Child	ED 235/535	Psychology of the Exceptional Child	2.0
c. Differentiated Learning	ED 315/515	General Methods & Differentiated Learning	1.0
	ED 320/520	Technology in Education	1.0
	ED 455/555	Special Methods	1.0
d. Classroom Management	ED 419/519	Managing the Learning Environment	2.0
e. Cultural Diversity	ED 287/587	Multicultural Foundations of Education	2.0
f. Educational Psychology	ED 229/529	Developmental Educational Psychology	1.5

3. Schools and the Teaching Profession

	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	ED 185/585	Practicum	1.0
	ED 494/594	Final Clinical Experience Seminar	2.0
b. Legal/Ethical Aspects of Teaching	ED 235/535	Psychology of the Exceptional Child	1.0
	ED 419/519	Managing the Learning Environment	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 375/575	Reading Strategies & Interventions in the Content Area I	3.0
b. Instructional Interventions for Students with Reading Deficits	ED 376/576	Reading Strategies & Interventions in the Content Area II	3.0
Professional Requirements - Total Semester Hours			31.0
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 185/585	Practicum	1.0
2. Mid-Level Field Experiences (Minimum of 1 semester hour with a minimum of 45 clock hours)	ED 455/555	Special Methods	1.0
3. Culminating Clinical Experiences (Minimum of 8 semester hours with a minimum of 12 weeks in 1 placement)	ED 495/595 <i>or</i> ED 596	Final Clinical Experience <i>or</i> Internship	8.0
Field and Clinical Experiences - Total Semester Hours			10.0
C. Marketing Content Knowledge Area (Minimum of 36 semester hours)			
	Course Number	Course Title	Semester Hours
1. Management or Business Administration (3 semester hours)	MG 321	Management	3.0
2. Economics (6 semester hours)	EC 202	Principles of Microeconomics	3.0
	EC 203	Principles of Macroeconomics	3.0
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)	BU 305	Legal Aspects of Business I	3.0
	Select 2	Select 2	
	BU 312	Consumer Behavior	3.0
	BU 340	Business Communication	3.0
	BU 350 MG 322	Data Science: Business Intelligence & Analytics Organizational Behavior & Development	
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)	MK 310	Marketing	3.0
	MK 313	Promotion Strategy	3.0
	MK 316	Personal Selling	3.0
	MK 411	International Marketing	3.0
	MK 412	Services Marketing	3.0
5. Coordination of Cooperative Education (3 semester hours)	ED 326	Coordination of Cooperative Education	3.0
Content Knowledge Area - Total Semester Hours			36.00

The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, religion, gender, national origin, age, or disability in its programs and activities. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Office of the General Counsel, Coordinator – Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 6th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number 573-526-4757 or TTY 800-735-2966 email civilrights@dese.mo.gov.