



MARKETING, GRADES 9-12 - ALTERNATIVE

EDUCATOR PREPARATION PROGRAM NAME William Jewell College	EDUCATOR PREPARATION PROGRAM CODE 062273
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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	EDU 220 EDU 507 OR EDU 275 EDU 501	High Leverage Teaching Strategies Graduate Instructional Design & Assessment OR Instructional Design & Assessment Intro to Differentiated Instruction	1.0 2.0 *
b. Instructional Strategies and Techniques in Content Area Specialty	EDU 220 EDU 280	High Leverage Teaching Strategies Disciplinary Literacy & Methods of Inst	1.0 1.0
c. Assessment, Student Data, and Data-Based Decision-Making	EDU 507 OR EDU 275 EDU 501	Graduate Instructional Design & Assessment OR Instructional Design & Assessment Intro to Differentiated Instruction	2.0 *
d. Strategies for Content Literacy	EDU 280	Disciplinary Literacy & Methods of Inst	1.0
e. Critical Thinking and Problem Solving	EDU 220 EDU 507 OR EDU 275 EDU 280	High Leverage Teaching Strategies Graduate Instructional Design & Assessment OR Instructional Design & Assessment Disciplinary Literacy & Methods of Inst	1.0 * *
f. English Language Learning	EDU 504 OR EDU 206 EDU 501	Diverse Learners OR Psych & Ed of Diverse Learners Intro to Differentiated Instruction	* 1.0

2. Individual Student Needs

	Course Number	Course Title	Semester Hours
a. Psychological Development of the Child and Adolescent	EDU 504 OR EDU 206	Diverse Learners OR Psych & Ed of Diverse Learners	1.0
b. Psychology/Education of the Exceptional Child	EDU 504 OR EDU 206	Diverse Learners OR Psych & Ed of Diverse Learners	1.0
c. Differentiated Learning	EDU 501	Intro to Differentiated Instruction	2.0
d. Classroom Management	EDU 220 EDU 501	High Leverage Teaching Strategies Intro to Differentiated Instruction	1.0 1.0
e. Cultural Diversity	CTI 150	Identity & Society	2.0
f. Educational Psychology	EDU 504 OR EDU 206 EDU 220 EDU 501	Diverse Learners OR Psych & Ed of Diverse Learners High Leverage Teaching Strategies Intro to Differentiated Instruction	1.0 * *

3. Schools and the Teaching Profession			
	Course Number	Course Title	Semester Hours
a. Consultation and Collaboration	EDU 520	Reflective Student Teaching Seminar	2.0
b. Legal/Ethical Aspects of Teaching	EDU 520	Reflective Student Teaching Seminar	2.0
4. Secondary Literacy (Minimum of 6 semester hours)			
	Course Number	Course Title	Semester Hours
a. Reading and Writing in the Content Area	EDU 280	Disciplinary Literacy & Methods Inst	3.0
b. Instructional Interventions for Students with Reading Deficits	EDU 308	Literacy Interventions Secondary	4.0
Professional Requirements - Total Semester Hours			30
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)	EDU 212	Clinical Fieldwork I	1.0
2. Mid-Level Field Experiences (Minimum of 1 semester hour with a minimum of 45 clock hours)	EDU 213	Clinical Fieldwork II	1.0
3. Culminating Clinical Experiences (Minimum of 8 semester hours with a minimum of 12 weeks in 1 placement)	EDU 510	Graduate Student Teaching I	4.0
	EDU 511	Graduate Student Teaching II	6.0
Field and Clinical Experiences - Total Semester Hours			12
C. Marketing Content Knowledge Area (Minimum of 36 semester hours)			
	Course Number	Course Title	Semester Hours
1. Management or Business Administration (3 semester hours)		All candidates must possess a	
2. Economics (6 semester hours)		Bachelor's OR Advanced degree in a related field	
3. Electives from Business, Management, or Entrepreneurship (9 semester hours)		AND pass the designated MoCA	
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)		" "	
5. Coordination of Cooperative Education (3 semester hours)		" "	
Content Knowledge Area - Total Semester Hours			By Test

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