

4.05 Business and Marketing (Grades 7-12)

To be endorsed in business and marketing, or business or marketing, an applicant shall hold an earned bachelor's or higher degree from an accepted institution of higher education; have completed an approved teacher preparation program including prescribed field experience and student teaching requirements; have completed an approved preparation program in business/marketing, or business or marketing; and have demonstrated the competencies listed below:

4.05(1) The business/marketing education shall have extensive preparation in business and marketing and/or business and/or marketing and be knowledgeable about and able to effectively instruct students in the following content areas:

4.05(1)(a) economics, labor market conditions and micro- and macro-economic factors of a domestic and global economy.

4.05(1)(b) technology and its appropriate applications.

4.05(1)(c) information management.

4.05(1)(d) accounting and finance including the basic functions of auditing, banking, investments, taxation, insurance and risk taking.

4.05(1)(e) personnel policies and human resource management including hiring, staff development, compensation and employee relations.

4.05(1)(f) business communications including the use of technology, written communication and presentation skills.

4.05(1)(g) business law, sales contracts, consumer law, employment (including personnel policies and practices), business organization and related matters.

4.05(1)(h) legislation as it affects business and/or marketing fields and issues.

4.05(1)(i) business and marketing ethics.

4.05(1)(j) new and traditional business and/or marketing options, as related to career skills and abilities and career development.

4.05(1)(k) marketing principles and practices of buyer analysis including, but not limited to, development and distribution of products and services.

4.05(2) The business/marketing educator shall self-assess the effectiveness of instruction based on the achievement of students and pursue continuous professional development through appropriate activities, coursework and participation in relevant professional organizations.