# Business: Marketing Standard Certificate (Endorsement Code: 2560)

Note: this document is made in accordance with the rules currently in effect. Requirements, passing test scores, and fees are subject to change without notice.

This endorsement entitles the holder to teach marketing occupations including sales, advertising and retailing, global marketing, entrepreneurship and exploration of related business occupations in all public schools.

## Degree Requirement

A minimum of a bachelor’s degree is required from an accredited college or university.

## Cumulative Grade Point Average (GPA) Requirement

New Jersey requires that candidates for certification achieve a cumulative GPA of at least 3.0 when a GPA of 4.00 equals an A grade for students graduating on or after September 1, 2016 (2.75 for those graduating before September 1, 2016) in a baccalaureate degree program, higher degree program or a state-approved post-baccalaureate certification program with a minimum of 13 semester-hour credits.

**Note:** there are GPA Flexibility Rules where a high praxis score may offset a GPA that is lower than 3.0, but higher than 2.75.

## Subject Matter Preparation

For certification as a Business: Marketing teacher, current regulations require that applicants complete a minimum of 30 credits in a coherent sequence in the subject field of marketing. A coherent sequence requires that at least 12 credits are completed at the advanced level of study (junior, senior or graduate level).

Examples of courses accepted for marketing include:

* Marketing distribution
* Retailing
* Sales promotion
* Entrepreneurship
* Advertising
* Color and design textiles

Related courses may be accepted depending on the course description or content. Courses in pedagogy or education are not accepted towards the subject matter preparation. The final determination as to which courses will be counted towards the marketing subject matter is based on professional and content standards found in the New Jersey Licensing Code. All credits must appear on an accredited two- or four-year college or university transcript.

## Testing Requirements

### Praxis II Test Requirement

Official scores must be presented directly from Educational Testing Service to the New Jersey Department of Education (NJDOE). Only official scores are accepted. The NJDOE code (R7666) and your Social Security number must appear on your test score report in order to be accepted. Submit a copy of your test score report if you have taken the appropriate exam.

## Professional Teacher Preparation

Current regulations for certification require that applicants complete a coherent sequence of study in professional education which may be completed in a provisional teacher program or an approved teacher preparation program. This is to advise that courses presented by the applicant in professional education must be a coherent sequence of courses that culminates in supervised clinical practice.

## State Teaching Certificate

Submit a copy of an out-of-state teaching certificate that is equivalent to a New Jersey Standard Instructional Certificate. Holders of a New Jersey Standard Instructional Certificate do not need to send in a copy of their certificate.

## Record of Professional Experience

Submit the Record of Professional Experience form which must be filled out by your employer:

The New Jersey Department of Education will make the final determination as to whether or not the experience meets New Jersey reciprocity regulations.

**Note:** Holders of a New Jersey standard instructional certificate do not need to send in the above form with the exception of those who hold a standard Teacher of the Handicapped certificate.

## Physiology and Hygiene Requirement

This requirement may be completed by choosing one of the following options:

1. Present evidence of basic military training.
2. Complete a course such as biology, health or nutrition that appears on an accredited two- or four-year college or university transcript.
3. Complete an online test. You must have a tracking number and an application on file to take this test.

## Fee Requirement

* No checks or money orders will be accepted.
* Make the payment online.
* If your application expires after six months, you will be charged a fee of $70.
* All fees, including money left on file, are nonrefundable.