

# **BUSINESS: MARKETING CERTIFICATE OF ELIGIBILITY (ENDORSEMENT CODE: 2560)**

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 a regionally accredited college/university.

## **Cumulative 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.
- Please note that 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 **Marketing** teacher, current regulations require that applicants complete a minimum of 30 credits in a coherent sequence in the subject field of **business studies with a minimum of 12 credits in 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, and color and design textiles**. Related courses may be accepted depending on the course description/content. Please provide a course description if a course is not taken from the **Marketing** Department. Courses in pedagogy/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 NJ Licensing Code. **All credits must appear on a regionally accredited 2 or 4-year college/university transcript.**

## **Testing Requirements**

- **Praxis II Test Requirement**  
Official scores must be presented directly from Educational Testing Service to the NJ Department of Education. Only official scores are accepted. **The New Jersey Department of Education code (R7666) and your Social Security number must appear on your test score report in order to be accepted. Please submit a copy of your test score report if you have taken the appropriate exam.**
- **Basic Skills Assessment Requirement (choose one)**  
All candidates applying for their initial CE must pass a Commissioner-approved test of basic skills. Scores must be presented directly from Educational Testing Service to the NJ Department of Education. Only official scores are accepted. **The New Jersey Department of Education code (R7666) and your Social Security number must appear on your test score report in order to be accepted. Please submit a copy of your test score report if you have taken the appropriate exams.**

OR

Score in the top one-third percentile on the SAT, ACT, or GRE for the year the test was taken. Official score reports must be sent directly from the testing agency.

**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 a regionally accredited 2 or 4-year college/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
- Please make the payment online
- Please notify your examiner after payment has been made.
- If your application expires after six months, you will be charged a fee of \$70.
- All fees, including money left on file, are nonrefundable