

BUSINESS: MARKETING STANDARD CERTIFICATE (ENDORSEMENT CODE: 2560)

TO AVOID DELAYS: After applying online, please email any transcripts, letters, forms, copies of out-of-state certification or other required documents to certapplication@doe.nj.gov. Electronic transcripts must be sent directly from your university, college, clearinghouse or school. Please include your tracking number in the subject line of all correspondence with our office.

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.**

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

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

Record of Professional Experience

- Please 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 NJ reciprocity regulations.

Please Note: Holders of a NJ 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 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. Once completed, please email us at Licensing.Requests@doe.nj.gov stating that the test has been taken. You will need to include your name and tracking number in the email.

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

You cannot complete the entire application process online. After applying online, please email all necessary documentation to certapplication@doe.nj.gov. Electronic transcripts must be sent directly from your university, college, clearinghouse or school. Please include your tracking number in the subject line of all correspondence with our office.

If the above requirements have been met, then you may complete the online application in the Teacher Certification Information System (TCIS).