

Marketing Education Program Area: Marketing Education License Number: 730

Required Degree Level: Bachelors Examples of Related Degrees: Accounting, Administrative Systems, Business Administration, Entrepreneurship, Finance, Information Technologies, Management, Management Information Systems, Marketing, Communications, Economics, Supply Chain Management

Required Years of Work Experience: 2 years within past 5 years Examples of Related Work Experience: marketing manager, sales manager, retail manager, real estate agent or buyer, hospitality tourism and recreation manager, corporate or personal financial manager, loan officer, marketing research analyst, distribution and logistics specialist, communications specialist

Semester Hours Required for License: 18

Required Courses: 15 Semester Hours from: Curriculum, Instructional Planning, and Assessments; Instructional Methods; Literacy/Reading Methods; Meeting Special Learning Needs or Introduction to Exceptionalities or Diversity; Classroom Management or Learning Theory or Learning Styles or Motivation or How Adolescents Learn

Elective Courses: 3 Semester Hours from: Business or Marketing Information Systems; Distributions and Logistics; Hospitality and Tourism; Merchandising; Personal Finance

Required Credentials: NCSBE approved specialty area exam

Required Induction: NC DPI sponsored New Teacher Induction program Resources: N/A

Marketing and Entrepreneurship Education provides opportunities for students to apply problem solving and analytical skills. Students are prepared for advancement in marketing, management, and entrepreneurship careers.

Marketing, management, and entrepreneurship are vast and diverse disciplines. Their functions exist in all industries. These disciplines encompass activities of ideation of products and services, better use of resources, and the aspects of consumption of products and services. These activities prepare students with the knowledge and skills as specific as procedures for research and, at the same time, as general as the creativity needed in promotion.

Based upon the National Marketing Education Standards and the National Curriculum Framework, courses in Marketing and Entrepreneurship Education program provide students with essential skills necessary to be college and career ready in a global economy