

Marketing Education

I. Knowing the Content

The professional education program provides evidence that Marketing Education certification candidates complete a program of Marketing studies the same as the academic content area courses and required electives of a major in a bachelor's degree. The program shall require the candidates to demonstrate a knowledge of the fundamental concepts of marketing education, and competence in teaching marketing education at the elementary, middle and high school levels (K-12) including:

I.A. Foundations of Marketing including:

- fundamental concepts of business, marketing, management and entrepreneurship,
- business trends, events and environments,
- marketing plans, strategies, functions and economic systems in a diverse global economy,
- role of small business in the United States,
- strategies needed to own and operate a small business,
- career exploration and skills acquisition in a diverse society,
- effective communication and quality customer service,
- technology utilization,
- economic principles and concepts fundamental to marketing,
- ethics, laws and regulations that apply to marketing activities,
- role of student marketing organizations

I.B. Marketing Functions including:

- Distribution: warehousing/stock handling, transportation logistics and inventory control in the management of the distribution function,
- Financing: sources of capital, business credit, financial concepts, mathematical applications, and budgeting,
- Marketing-Information Management: information gathering, processing, reporting, information systems, and information technology for use in marketing research and in making business decisions,
- Pricing: pricing objectives, strategies and techniques,
- Product/Service Management: components of quality assurance, product/service mix, new product/service planning, positioning/image, purchasing and marketing-planning process,
- Promotion: promotional mix activities, public relations, management of promotional plans, budgets and policies,
- Selling: product knowledge, customer wants/needs, selling processes and techniques

I.C. Coordination of cooperative education programs and other work-based learning activities, including:

- student placement, state and local program evaluation requirements, safety, legal issues,
- training agreements, training plans, follow-up and on-the-job responsibilities of

- employees and employers, training sponsors and training stations,
- school and community resources, advisory committees.

II. Performances

The professional education program shall provide evidence of the candidates participation in sequential and developmental field experiences and student teaching, under the supervision of college personnel and cooperating teachers who are well trained, have interpersonal skills and demonstrated competency in teaching. The program shall also provide evidence that the criteria and competencies for exit from the Marketing certification program are assessed and require the candidates to demonstrate their knowledge of and competence in fostering student learning through:

II.A. Managing the instructional environment including:

- creating a climate that promotes fairness,
- establishing and maintaining a rapport with students,
- communicating clear, challenging learning expectations to each student,
- establishing and maintaining consistent standards of classroom behavior,
- creating a safe environment conducive to learning,
- using the instructional time effectively

II.B. Planning instruction which promotes problem analysis, critical thinking, creativity, leadership development and decision-making based upon:

- subject matter, organization and integration of content and the relationship of content to educational, career and life goals,
- students and their learning, motivation, supervision and guidance with emphasis on human behavior and development, individual differences, diversity and the special needs of the exceptional student,
- the community, and community resources,
- current educational standards and practices

II.C. Selecting, analyzing or modifying teaching methods, learning activities and instructional

materials, resources and technologies that meet the learning needs of diverse learners, and which are aligned with the goals of the lesson

II.D. Assessing, evaluating, implementing, adapting and assimilating teaching methods, learning

activities and instructional materials, resources and technologies to strengthen the effectiveness and quality of instruction and meet the learning needs of diverse learners

II.E. Monitoring student progress and performance and adjusting instructional strategies through a variety of assessments and evaluation tools in order to provide student feedback, and strengthen the effectiveness and quality of instruction for improved student learning III. Professionalism

The professional education program provides evidence that Marketing Education certification

candidates demonstrate knowledge of and competency in fostering professionalism in school, community and workplace settings including:

III. Professionalism

III.A. Professional organizations and associations, professional publications and journals, materials, and resources, continuing education, professional development and lifelong learning in order to contribute to the education profession, advance knowledge and practice in field

III.B. Integrity and ethical behavior, professional conduct as stated in Pennsylvania's Code of Professional Practice and Conduct for Educators; and local, state, and federal laws and regulations

III.C. Cultivating professional relationships and collaborating with school colleagues, organizations and other community agencies to improve student learning

III.D. Communicating effectively with parents/guardians, business and industry, other agencies, and the community at large to support learning by all students