

**DEPARTMENT OF EDUCATION
PROFESSIONAL STANDARDS BOARD**

Statutory Authority: Section 122(e) (14 **Del.C.** §122(e)) 14 **DE Admin. Code** 334

REGULATORY IMPLEMENTING ORDER

334 Certification Marketing Education Teacher

I. Summary of the Evidence and Information Submitted

The Professional Standards Board, acting in cooperation and consultation with the Department of Education, seeks the consent of the State Board of Education to amend 14 **DE Admin. Code** 334 Certification Marketing Education Teacher. This regulation applies to the certification of educators, as established by 14 **Del.C.** §1220(a). It is necessary to amend this regulation to align it with changes in statute regarding educator certification, and to update the course and other requirements for the position. The requirement for prior work experience has been eliminated. The regulation will be renumbered 1560 to denote its movement to the Professional Standards portion of the Department of Education regulations. It will also be renamed Standard Certificate Marketing Education Teacher to make it consistent with other regulations for standard certificates for educators.

Notice of the proposed amendment of the regulation was published in the *News Journal* and the *Delaware State News* on February 23, 2005, in the form hereto attached as Exhibit "A". The notice invited written comments. No written comments were received.

II. Findings of Facts

The Professional Standards Board and the State Board of Education find that it is appropriate to adopt this regulation to comply with changes in statute regarding the licensure and certification of educators.

III. Decision to Adopt the Regulation

For the foregoing reasons, the Professional Standards Board and the State Board of Education conclude that it is appropriate to amend the regulation. Therefore, pursuant to 14 **Del.C.** §1205(b), the regulation attached hereto as Exhibit "B" is hereby adopted. Pursuant to the provision of 14 **Del.C.** §122(e), the regulation hereby amended shall be in effect for a period of five years from the effective date of this order as set forth in Section V. below.

IV. Text and Citation

The text of the regulation amended shall be in the form attached hereto as Exhibit "B", and said regulation shall be cited as 14 **DE Admin. Code** 1560 of the *Administrative Code of Regulations* of the Department of Education.

V. Effective Date of Order

The effective date of this Order shall be ten (10) days from the date this Order is published in the *Delaware Register of Regulations*.

APPROVED BY THE PROFESSIONAL STANDARDS BOARD THE 7TH DAY OF APRIL, 2005

Harold Roberts, Chair	Bruce Harter
Sharon Brittingham	Valerie Hoffmann
Norman Brown	Leslie Holden
Heath Chasanov	Carla Lawson
Edward Czerwinski	Mary Mirabeau
Angela Dunmore	Gretchen Pikus
Karen Gordon	Karen Schilling Ross
Barbara Grogg	Carol Vukelich

FOR IMPLEMENTATION BY THE DEPARTMENT OF EDUCATION:
Valerie A. Woodruff, Secretary of Education

IT IS SO ORDERED THIS 21st DAY OF APRIL, 2005.

STATE BOARD OF EDUCATION

Dr. Joseph A. Pika, President
Jean W. Allen, Vice President
Richard M. Farmer, Jr.
Mary B. Graham, Esquire
Valarie Pepper
Dennis J. Savage
Dr. Claibourne D. Smith

1560 ~~334~~ Standard Certificate on Marketing Education Teacher ~~Effective July 1, 1993~~

~~1.0 The following shall be required for the Standard License.~~

~~1.1 Bachelor's degree from an accredited college and;~~

~~1.2 Professional Education~~

~~1.2.1 Completion of an approved teacher preparation program in the area of Marketing Education or;~~

~~1.2.2 A minimum of 27 semester hours to include Human Development, Organization/Administration of Marketing Education, Methods of Teaching Marketing Education, Identifying/Treating Exceptionalities, Effective Teaching Strategies, Multicultural Education, and student teaching at the secondary (7-12) level and;~~

~~1.3 Technical Education~~

~~1.3.1 Major in Marketing or;~~

~~1.3.2 A minimum of 18 semester hours selected from the following areas: Visual Merchandising, Textiles, Advertising, Basic Economics (3 semester hours maximum), Color, Line and Design, Display, Store Organization, Management, Retailing, Business Law, Real Estate, Wholesaling, Fashion and Design, Visual Aids, Salesmanship, Marketing, Insurance, Investments, Supermarket Operation, Service Station Operation and;~~

~~1.4 Work Experience in Marketing Occupations~~

~~1.4.1 A minimum of 2,000 hours of work experience is required in organizations which market goods or services. The work experience may consist of prior full-time and/or part-time work in different organizations.~~

~~2.0 Licenses that may be issued for this position include Standard and Limited Standard.~~

~~2.1 The Limited Standard license may be issued upon the request of a Delaware public school district for a teacher employed for this position who meets the standards set forth in 2.3 of regulation 301 General Regulations for Certification of Professional Public School Personnel.~~

1.0 Content

1.1 This regulation shall apply to the requirements for a Standard Certificate, pursuant to 14 Del.C. §1220(a), for Marketing Education Teacher.

2.0 Definitions

2.1 The following words and terms, when used in this regulation, shall have the following meaning unless the context clearly indicates otherwise:

“Department” means the Delaware Department of Education

“License” means a credential which authorizes the holder to engage in the practice for which the license is issued.

“Standard Certificate” means a credential issued to certify that an educator has the prescribed knowledge, skill, and/or education to practice in a particular area, teach a particular subject, or teach a category of students.

3.0 In accordance with 14 Del.C. §1220(a), the Department shall issue a Standard Certificate as a Marketing Education Teacher to an applicant who holds a valid Delaware Initial, Continuing, or Advanced License; or Standard or Professional Status Certificate issued by the Department prior to August 31, 2003, and who meets the following requirements:

3.1 A bachelor's degree from an NCATE specialty organization recognized educator preparation program offered by a regionally accredited college or university with a major in marketing education; or

3.2 A bachelor's degree from a state approved educator preparation program offered by a regionally accredited college or university, with a major in marketing education, where the state approval body employed the appropriate NASDTEC standards or NCATE specialty organization standards; or

3.3 A bachelor's degree from a regionally accredited college or university with a major in marketing; and

3.3.1 A minimum of twenty-seven four (274) semester hours of pedagogy courses from a regionally accredited college or university to include at least three (3) credits in each of the following:

3.3.1.1 Human Development;;

3.3.1.2 Methods of Teaching Marketing/Business Education;

3.3.1.3 Identifying/Treating Exceptionalities;;

3.3.1.4 Effective Teaching Strategies; and

3.3.1.5 Multicultural Education; or

3.4 A bachelor's degree in any field and completion of the semester hours indicated below from a regionally accredited college or university, taken either as part of a degree program or in addition to it, and completion of the course work set forth in 3.3.1:

3.4.1 A minimum of eighteen (18) semester hours in marketing, selected from the following areas:

3.4.1.1 Visual Merchandising and Display;

3.4.1.2 Advertising/Promotional Strategies;

3.4.1.3 Economics

3.4.1.4 Management;

3.4.1.5 Retailing;

3.4.1.6 Business Law;

3.4.1.7 Fashion and Design;

3.4.1.8 Salesmanship;

3.4.1.9 Marketing;

3.4.1.10 E-marketing/Website Design;

3.4.1.11 Business Ethics;

3.4.1.12 Human Resource Management; or

3.4.1.13 Entrepreneurship.

8 DE Reg. 1611 (5/1/05)