

**DEPARTMENT OF EDUCATION
PROFESSIONAL STANDARDS BOARD**
**Statutory Authority: 14 Delaware Code, Section 122(d) (14 Del.C. §122(d))
14 DE Admin. Code 334**

**Education Impact Analysis Pursuant To
14 Del.C. §122(d)**

PUBLIC NOTICE

334 Standard Certificate Marketing Education Teacher

A. Type of Regulatory Action Requested

Amendment to Existing Regulation

B. Synopsis of Subject Matter of Regulation

The Professional Standards Board, acting in cooperation and collaboration with the Department of Education, seeks the consent of the State Board of Education to amend 14 **DE Admin. Code** 334 Standard Certificate Marketing Education Teacher. The regulation concerns the requirements for certification of educational personnel, pursuant to 14 **Del.C.** §1220(a). It is necessary to amend this regulation to align it with changes in statute regarding the licensure and certification of educators. In addition, the course work required has been amended to reflect modifications in the marketing education curriculum. The requirement for work experience by marketing education teachers has been eliminated. The regulation will be renumbered 1560 to reflect its movement to the Professional Standards Board section of the Department of Education regulations.

C. Impact Criteria

1. Will the amended regulation help improve student achievement as measured against state achievement standards? The amended regulation addresses student achievement by establishing standards for the issuance of a standard certificate to educators who have acquired the prescribed knowledge, skill and/or education to practice in a particular area, to teach a particular subject or to instruct a particular category of students to help ensure that students are instructed by educators who are highly qualified.

2. Will the amended regulation help ensure that all students receive an equitable education? The amended regulation helps to ensure that all teachers employed to teach students meet high standards and have acquired the prescribed knowledge, skill and/or education to practice in a particular area, to teach a particular subject or to instruct a particular category of students.

3. Will the amended regulation help to ensure that all students' health and safety are adequately protected? The amended regulation addresses educator certification, not students' health and safety.

4. Will the amended regulation help to ensure that all students' legal rights are respected? The amended regulation addresses educator certification, not students' legal rights.

5. Will the amended regulation preserve the necessary authority and flexibility of decision makers at the local board and school level? The amended regulation will preserve the necessary authority and flexibility of decision makers at the local board and school level.

6. Will the amended regulation place unnecessary reporting or administrative requirements or mandates upon decision makers at the local board and school levels? The amended regulation will not place unnecessary reporting or administrative requirements or mandates upon decision makers at the local board and school levels.

7. Will decision making authority and accountability for addressing the subject to be regulated be placed in the same entity? The decision making authority and accountability for addressing the subject to be regulated rests with the Professional Standards Board, in collaboration with the Department of Education, and with the consent of the State Board of Education.

8. Will the amended regulation be consistent with and not an impediment to the implementation of other state educational policies, in particular to state educational policies addressing achievement in the core academic subjects of mathematics, science, language arts and social studies? The amended regulation will be consistent with, and not an impediment to, the implementation of other state educational policies, in particular to state educational policies addressing achievement in the core academic subjects of mathematics, science, language arts and social studies.

9. Is there a less burdensome method for addressing the purpose of the new regulation? 14 **Del. C.** requires that we promulgate this regulation.

10. What is the cost to the state and to the local school boards of compliance with the amended regulation? There is no additional cost to local school boards for compliance with the regulation.

1560 ~~334~~ Standard Certificate 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. 1250 (3/1/05)