

505-3-.24 MARKETING EDUCATION PROGRAM

(1) Purpose. This rule states field-specific content standards for approving initial educator preparation programs that prepare individuals to teach marketing in grades 6-12 and supplements requirements in Rule 505-3-.01, Requirements and Standards for Approving Professional Education Units and Educator Preparation Programs.

(2) Requirements.

(a) To receive approval, a state-approved professional education unit shall offer a preparation program described in program planning forms, catalogs, and syllabi addressing the following standards:

1. The program shall prepare candidates who know merchandising theory and practice, including advertising, marketing, products and services, and displaying and selling.

2. The program shall prepare candidates who understand economic theory and systems.

3. The program shall prepare candidates who can plan, develop, and administer a marketing education program.

4. The program shall prepare candidates who are familiar with job requirements and career opportunities in management and marketing-related fields.

5. The program shall prepare candidates who are able to place secondary school students in community-based settings.

6. The program shall prepare candidates who have had work experience in a marketing area.

7. The program shall prepare candidates who are competent in the operation of student organizations.

8. The program shall prepare candidates who are familiar with the history, foundations, and organization of vocational education.

9. The program shall prepare candidates who are able to use a community advisory committee.

(b) The program shall meet all requirements specified in Rule 505-3-.01 (4.f.), Special Georgia Requirements.

Authority O.C.G.A. § 20-2-200