

### 505-3-.38 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 GaPSC [Rule 505-3.01 REQUIREMENTS AND STANDARDS FOR APPROVING EDUCATOR PREPARATION PROVIDERS AND EDUCATOR PREPARATION PROGRAMS](#) and in GaPSC Rule [505-3-.03 FOUNDATIONS OF READING, LITERACY, AND LANGUAGE](#).

(2) Requirements.

(a) To receive approval, a GaPSC-approved educator preparation provider shall offer a preparation program described in program planning forms, catalogs, and syllabi addressing the following standards.

1. The program shall prepare candidates in the following curriculum areas:

- (i) Fundamentals of Marketing (e.g., market identification, market share, target market, market segmentation, and marketing mix);
- (ii) Foundational skills (e.g., economic theory and systems, basic business concepts, customer service skills, and technology skills); budgeting and financial literacy concepts;
- (iii) Terminology and concepts particular to the specialized area of marketing;
- (iv) Marketing information management;
- (v) Product and service management;
- (vi) Pricing;
- (vii) Channel Management and Distribution;
- (viii) Communications and Promotion;
- (ix) Selling;
- (x) Entrepreneurship; and
- (xi) Market planning.

2. The program shall prepare candidates who can plan, develop, and administer a marketing program that includes classroom instruction and laboratory (school-based enterprise) experiences and various work-based learning experiences.

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

4. The program shall prepare candidates who are able to place secondary school students in work- and community-based settings for demonstration of mastery of curriculum.

5. The program shall prepare candidates who have either academic preparation or professional experiences in marketing.

6. The program shall prepare candidates who can implement and operate the nationally-affiliated Career and Technical Student Organization (CTSO) known as DECA.
  7. The program shall prepare candidates who are familiar with the history, foundations, and organization of Career and Technical Education Programs.
  8. The program shall prepare candidates who are equipped to develop and utilize advisory committees primarily comprised of business, industry, and community leaders.
  9. The program shall prepare candidates who are aware of and implement safety practices and procedures in the classroom, the lab, and the community where DECA-sponsored events take place.
  10. The program shall prepare candidates who understand and are able to accommodate the unique learning styles and cultures of students.
  11. The program shall prepare candidates who are able to apply technological skills in classroom instruction.
- (b) The program shall prepare candidates who meet the Secondary (6-12) standards for the teaching of reading as specified in GaPSC Rule [505-3-.03 FOUNDATIONS OF READING, LITERACY, AND LANGUAGE](#) (paragraph (3) (e)).

Authority O.C.G.A. § 20-2-200