

BUSINESS: MARKETING STANDARD CERTIFICATE (ENDORSEMENT CODE: 2560)

Please print this page before you apply.

This endorsement entitles the holder to teach **marketing occupations including sales, advertising and retailing, global marketing, entrepreneurship and exploration of related business occupations** in all public schools.

In order to be eligible for the Standard Certificate, you will need to meet the following:

Degree Requirement

- A minimum of a bachelor's degree is required from a [regionally accredited college/university](http://www.nj.gov/education/educators/license/usaccred.htm). (<http://www.nj.gov/education/educators/license/usaccred.htm>)

Cumulative GPA Requirement

- New Jersey requires that candidates for certification achieve a cumulative **GPA of at least 3.0 when a GPA of 4.00** equals an A grade for students graduating on or after **September 1, 2016 (2.75 for those graduating before September 1, 2016)** in a baccalaureate degree program, higher degree program or a State-approved post-baccalaureate certification program with a minimum of 13 semester-hour credits. Please note that a high praxis test score may offset a GPA that is lower than 3.0 but higher than 2.75. Click on the following link for more details: <http://www.nj.gov/education/educators/license/gpa.htm>

Subject Matter Preparation

- For certification as a **Marketing** teacher, current regulations require that applicants complete a minimum of 30 credits in a coherent sequence in the subject field of **business studies with a minimum of 12 credits in Marketing**. A coherent sequence requires that at least 12 credits are completed at the advanced level of study (junior, senior or graduate level). Examples of courses accepted for **Marketing** include **marketing distribution, retailing, sales promotion, entrepreneurship, advertising, and color and design textiles**. Related courses may be accepted depending on the course description/content. Please provide a course description if a course is not taken from the **Marketing** Department. Courses in pedagogy/education are not accepted towards the subject matter preparation. The final determination as to which courses will be counted towards the **Marketing** subject matter is based on professional and content standards found in the NJ Licensing Code. **All credits must appear on a regionally accredited 2 or 4-year college/university transcript.**

Professional Teacher Preparation

- Current regulations for certification require that applicants complete a coherent sequence of study in professional education which may be completed in a provisional teacher program or an approved teacher preparation program. This is to advise that courses presented by the applicant in professional education must be a coherent sequence of courses that culminates in supervised student teaching.

Praxis II Test Requirement

- **Test Requirement: #10561; Marketing Education.** Official scores must be presented directly from Educational Testing Service to the NJ Department of Education. Only official scores are accepted. **The New Jersey Department of Education code (R7666) and your Social Security number must appear on your test score report in order to be accepted.** Please go to <http://www.nj.gov/education/educators/license/1112.pdf> for testing details.

State Teaching Certificate

- Please submit a copy of an out-of-state teaching certificate that is equivalent to a NJ Standard Instructional Certificate. Holders of a NJ Standard Instructional Certificate do not need to send in a copy of their certificate.

Record of Professional Experience

- Please submit the following form which must be filled out by your employer:
<http://www.state.nj.us/education/educators/license/forms/ROPE.pdf>

The New Jersey Department of Education will make the final determination as to whether or not the experience meets NJ reciprocity regulations:

<http://www.state.nj.us/education/educators/license/out/reciprocity.htm>

Please note: Holders of a NJ standard instructional certificate do not need to send in the above form with the exception of those who hold a standard *Teacher of the Handicapped* certificate.

Physiology and Hygiene Requirement

- This requirement may be completed by presenting evidence of basic military training, OR by completing a course such as biology, health or nutrition that appears on a regionally accredited 4-year college or university transcript, OR by completing a 35 question True/False test administered in the county office of education. Please go to <http://www.state.nj.us/education/counties/> in order to contact a county office of education **after** you apply online.

Fee Information

- The current cost of the certificate is \$115
- **No checks or money orders will be accepted**
- Please make the payment online at <http://www.nj.gov/education/educators/license/epay.htm>.
- **Please notify your examiner after payment has been made.**
- If you apply and are denied, you will be charged a fee of \$70.
- **All fees, including money left on file, are nonrefundable**

Online Certificate Information

- All information about certificates is now available online, including certificate name, certificate ID number, date of issuance, and expiration date if applicable. Instructions to view this information can be found at www.state.nj.us/education/educators/license/tcis/instructions.pdf.
- In order to make certification information available more quickly, this information will appear on our website in lieu of the issuance of paper certificates. Additionally, the move to electronic certificates will save costs associated with printing and mailing, as many of our neighboring states have discovered. **Therefore, as of May 15, 2015, paper certificates will no longer be issued.**

IF YOU HAVE MET THE ABOVE REQUIREMENTS, [CLICK HERE](#) TO APPLY ONLINE.

Applicant Checklist:

You cannot complete the entire application process online. After applying online, please submit ALL necessary documentation together IN A SINGLE PACKET to the NJ DOE in order to complete your application. Please put your tracking number or Social Security number on all documents that you send to our office. For this particular certificate, you will need to send in the following:

- Oath of allegiance/verification of accuracy form. (Available here: <http://www.nj.gov/education/educators/license/forms/verify.pdf>)
- Official transcripts noting degree conferral and all other relevant transcripts. If possible, please have transcripts sent to you first and then forward them in the sealed envelope(s) together with any other documents.
- Verification of Program Completion. (Not necessary if student teaching is clearly noted on transcripts.) (Available here: <http://www.nj.gov/education/educators/license/forms/college1.pdf>)

- Copies of your Praxis test score report (May be submitted at a later date if you have not yet completed this requirement. See above for details.)
- Out-of-State teaching certificate. (See above for details).
- Letter of teaching experience. (See above for details).
- Fee of \$115 paid online