

ARKANSAS DEPARTMENT OF EDUCATION
Marketing Education
Grades 4-8 and 7-12
(areas 221, 222)
Additional Licensure Plan

Name: _____ S.S.#: _____

Mailing Address: _____

City, State, Zip: _____

Home phone: (____) _____ Work Phone: (____) _____

Email address: _____ County: _____ School District: _____

School districts seeking to employ teachers to teach out of field (not in the field in which the teacher is currently licensed) will use the Additional Licensure Plan (ALP) to meet that need. School districts may use the ALP process to address unusual emergency situations when licensed teachers are asked to teach in areas/levels for which they are not licensed. School districts may not exceed the three- year limit without possible penalty.

Eligibility guidelines. Teachers must meet the following conditions:

- possess an initial or standard teaching license,
- seek to add this area of licensure or endorsement, and
- be assigned to teach in this area rather than the one for which they are currently licensed.

The additional area of licensure will be added to the credential when all licensure requirements are successfully completed and application is submitted. If “testing out”, test score(s) must be attached.

Teachers assigned to teach in a field that is out of their current level of licensure, or is in an exception area, must complete an approved performance-based program of study, as defined by an Arkansas university, and pass the required assessment(s) for the new licensure area. The application, when submitted, must bear the signature of the university’s Licensure Officer verifying completion of the program of study. The test score(s) and transcripts must be attached.

Required assessments:

Praxis II: Marketing Education, test #0560 Minimum score required: 570

NOTE: Test at a Glance (TAAG) study guide booklets are available on line from www.ets.org/praxis/prxar.html. **Any teacher wishing to take any Praxis assessment is strongly encouraged to obtain these study materials.**

The following background is strongly recommended before attempting the Praxis testing:

Recommended Content background:

- ✓ Marketing and distributive education, including curriculum and instruction, and career planning,
- ✓ Marketing,
- ✓ Merchandising,
- ✓ Marketing mathematics,
- ✓ Communication theory and techniques,
- ✓ Advertising and sales promotions,
- ✓ Personal selling.

Recommended Experience background:

- ✓ Experience with secondary cooperative education programs, including characteristics and legal issues.
- ✓ Study of the history and development of vocational education, including marketing and distributive education.
- ✓ Study and practice of functions of marketing, such as risk taking, financing, transporting, storing, buying, selling, etc.
- ✓ Study of customer service issues.
- ✓ Study and practice of advertising media, including sales and promotional displays.
- ✓ Study and practice with sales costs, including markups and markdowns, discounts, stock to sales ratio, employee compensation, etc.

Employing school district guidelines.

- The employing district will document the need to assign a teacher out of field because an appropriately credentialed teacher is not available.
- The employing district authority will sign and file this ALP form with the ADE Office of Professional Licensure **within 30 days of the out-of-field teaching** assignment, thus documenting the above statement.
- The employing district understands that a teacher will have no more than three calendar years from the date of filing with the ADE to meet full licensure requirements for the additional licensure or endorsement being sought.

School District Assurances:

I certify that the above statements are true and correct to the best of my knowledge.

School District authority: _____ Date: _____

Teacher ALP guidelines.

Teachers must meet full licensure requirements for the additional license or endorsement being sought within three years of beginning the ALP.

Applicant's signature: _____ Date: _____

S.S.#: _____

RETURN COMPLETED FORM TO:

Arkansas Department of Education
Office of Professional Licensure
#4 Capitol Mall, Room 106 B
Little Rock, AR 72201-1071

Phone: 501.682.4342
Fax: 501.682.4898
arkedu.state.ar.us