



Credentialing Criteria for Marketing Pathway – Postsecondary

Pathways included: Marketing Communications; Marketing Management; Marketing Research; Merchandising; Professional Sales/Sales Management.

For the “Marketing Communications – Postsecondary”, below are the criteria needed to obtain a credential (please note: these are the minimum criteria, postsecondary institutes may require additional requirements):

- Initial Credential
- Professional Credential
- Renewal of Professional Credential
- Part-time Professional Credential
- Renewal of Part-time Professional Credential

Requirements of a Initial Credential (Valid for three (3) years)*

	Education Requirements:	Occupational Experience Requirements:	Specialized Training:
Option One	Completion of a related, dual or interdisciplinary Master’s, Bachelor’s or Associate’s Degree. Must include adequate technical preparation content for the pathway(s).	Verified, paid occupational experience in marketing within the last 7 years dependant on educational level. An applicant with a Master’s – 2,000 hours; an applicant with a Bachelor’s – 4,000 hours; an applicant with an Associate’s – 6,000 hours	Certificate or License as appropriate in instructional area.
Option Two	Completion of a related, dual or interdisciplinary Master’s, Bachelor’s or Associate’s Degree. Must include adequate technical preparation content for the pathway(s).	Less than the required amount of verified, paid occupational experience in marketing required for the degree level attained.	Certificate or License as appropriate in instructional area.
Option Three	No Master’s, Bachelor’s or Associate’s Degree.	4,000 hours of verified, paid occupational experience in marketing within the last 7 years.	Certificate or License as appropriate in instructional area.

If the applicant chooses Option One above, follow Option One continued below. If the applicant chooses Option Two above, follow Option Two continued below. If the applicant chooses Option Three above, follow Option Three continued below.

To move from an initial to a professional credential after three years, the applicant will need to:

Option One Continued	<ol style="list-style-type: none"> 1. Complete Career and Technical Education Content: <ul style="list-style-type: none"> • CTE in Colorado Class (under CCCNS – EDU 250) • Methods of Teaching (under CCCNS – EDU 260)
Option Two Continued	<ol style="list-style-type: none"> 1. Complete Career and Technical Education Content: <ul style="list-style-type: none"> • CTE in Colorado Class (under CCCNS – EDU 250) • Methods of Teaching (under CCCNS – EDU 260) 2. Based on the degree level, obtain remaining documented work experience necessary to satisfy the Occupational Experience criteria during the Initial Credential dates (3 years).
Option Three Continued	<ol style="list-style-type: none"> 1. Complete Career and Technical Education Content: <ul style="list-style-type: none"> • CTE in Colorado Class (under CCCNS – EDU 250) • Methods of Teaching (under CCCNS – EDU 260) 2. Completion of a related, dual or interdisciplinary Master’s, Bachelor’s or Associate’s Degree. Must include adequate technical preparation content. 3. For Associate only – secure and document additional 2,000 hours of occupational experience.

****First time applicants meeting all the requirements of an Initial Credential may apply for a Professional Credential.***

Requirements of a Professional Credential (Valid for Five (5) Years)

Education Requirements:	Occupational Experience Requirements:	Specialized Training:	Career and Technical Education Content:
Completion of a related, dual or interdisciplinary Master's, Bachelor's or Associate's degree. Must include adequate technical preparation content to the pathway.	4,000 hours of verified, paid occupational experience in instructional area within the last 7 years.	None	<ul style="list-style-type: none"> • CTE in Colorado Class (under CCCNS – EDU 250) • Methods of Teaching (under CCCNS – EDU 260)

Requirements to renew a Professional Credential (Valid for five (5) Years)

Six (6) semester hour credits.

Requirements of a Part-time Initial Credential (Valid for three (3) years)

Education Requirements:	Occupational Experience Requirements:	Specialized Training:
The applicant will have an education adequate to carry out, under supervision, the objectives of the program. A high school diploma or G.E.D. certificate is required.	Completion of two years (4,000 hours) paid occupational experience within the last 7 years applicable to the program area to be taught.	Not applicable.

Requirements to move from a Part-time Initial to Professional Credential (Valid for five (5) years)

Complete one (1) or more Career and Technical Education Content course(s) from the list below as assigned by the College Credentialing Officer or provide transcript evidence of completion of comparative coursework.

- CTE in Colorado Class (under CCCNS – EDU 250)
- Methods of Teaching (under CCCNS – EDU 222, 266)

Requirements of a Part-time Professional Credential (Valid for five (5) years)

Education Requirements:	Occupational Experience Requirements:	Specialized Training:	Career and Technical Education Content:
The applicant will have an education adequate to carry out, under supervision, the objectives of the program. A high school diploma or G.E.D. certificate is required.	Completion of two years (4,000 hours) paid occupational experience within the last 7 years applicable to the program area to be taught.	Not applicable.	Complete one (1) or more Career and Technical Education Content course(s) from the list below as assigned by the College Credentialing Officer or provide transcript evidence of completion of comparative coursework. <ul style="list-style-type: none"> • CTE in Colorado Class – (CCCNS – EDU 250) • Methods of Teaching – (CCCNS – EDU 222, 266)

Requirements to renew a Part-time Professional Credential (Valid for five (5) years)

Verification of Instructional Performance:

A signature of an administrator or local CTE director at college is required signifying satisfactory performance as an instructor.