



STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
LANSING



JENNIFER M. GRANHOLM  
GOVERNOR

THOMAS D. WATKINS, JR.  
SUPERINTENDENT OF  
PUBLIC INSTRUCTION

March 29, 2004

**MEMORANDUM**

**TO:** State Board of Education

**FROM:** Thomas D. Watkins, Jr.  
*Tom Watkins*

**SUBJECT:** Approval of Changes to Distributive Education and Vocational Distributive Education Endorsements and of Standards and Requirements for the Preparation of Teachers

In pursuit of its goal to improve teacher quality, the State Board of Education receives proposals for the adoption and revision of program standards for teacher preparation. When applicable, the proposed standards are developed to reflect and support Michigan's K-12 Curriculum Framework and Benchmarks, as well as standards adopted by national professional/specialty area organizations.

In a joint initiative beginning in August 2001, the Office of Professional Preparation Services within the Michigan Department of Education (MDE) and the Office of Career and Technical Preparation within the Michigan Department of Labor and Economic Growth (MDLEG) assembled a referent group of educators to develop recommendations for updates to definitions and requirements related to the preparation of business teachers. The committee included representatives from public and independent teacher preparation institutions, local and intermediate school districts (ISDs), Michigan DECA (Michigan Distributive Education Clubs of America), the Michigan Business Education Association, and the Michigan Business Professionals of America. The recommendations are aligned with national trends in business education as reflected in the Michigan Career Pathways at:

[http://www.michigan.gov/mdcd/0,1607,7-122-1680\\_2629\\_2722-28148--,00.html](http://www.michigan.gov/mdcd/0,1607,7-122-1680_2629_2722-28148--,00.html)

In addition, the proposed standards are aligned with the following documents: Michigan Career and Employability Skills, International Society for Technology in Education - National Educational Technology Standards for Teachers, National Association of Business Teacher Education Standards, National Marketing Education Standards, and the National Business Education Association Standards. A crosswalk showing this relationship is available on the web:

[http://www.michigan.gov/documents/BusEdAttch3DFTCRSWLK\\_73050\\_7.pdf](http://www.michigan.gov/documents/BusEdAttch3DFTCRSWLK_73050_7.pdf)

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Attachment 1 lists the current options for the preparation of elementary or secondary distributive education teachers: a group major or minor in distributive education or an endorsement in vocational distributive education. This proposal contains the following elements:

- Change the name of the existing Distributive Education (GM) endorsement to Marketing Education.
- Change the name of the existing Vocational Distributive Education (VD) endorsement to Vocational Marketing Education (VM).
- Change the code for the Vocational Marketing Education endorsement from VD to VM.
- Adopt teacher preparation standards for the new GM endorsement.
- Limit the GM endorsement to secondary teaching certificates.
- Establish 20 as the minimum number of semester hours for programs preparing previously certified teachers for an additional GM endorsement.

Prior to the adoption of these standards, candidates could complete a preparation program (major or minor) in the area of Distributive Education. The name “Distributive Education” was confusing; since the program area was commonly known as “marketing education,” so a name change was proposed. The codes GM and VD were inconsistent, so it was recommended that the VD code be changed to VM.

This proposal has also raised the number of semester hours for additional endorsement programs for previously certified teachers from 18 to 20, the minimum required for completion of a program minor.

To provide information on the original proposal and to gather feedback from various stakeholders, a mailing was sent to all teacher preparation institutions, all school districts with career and technical education programs, and a random sample of other local and intermediate school districts in August 2003 requesting that they review the proposal as posted on the web. In addition, a forum was held on September 25, 2003, where the business education proposal was discussed in addition to other proposed changes related to the preparation of teachers in the area of career and technical education. Approximately 76 persons attended, including individuals from teacher preparation institutions, professional associations, ISDs, and K-12 schools. Prior to the forum, the proposed changes were discussed with the Board-appointed Professional Standards Commission for Teachers (PSCT) and the commission members were also invited to attend the September forum.

As a result of the feedback received, the original proposal was modified and simplified before it was presented again to the PSCT, who then recommended adoption of the modified proposal. As presented in Attachment 2, the proposed endorsement and preparation standards reflect the recommended revisions for the Marketing Education (GM) endorsement. Additional information regarding the standards’ development and review process is provided in Attachment 3.

It is recommended that the State Board of Education approve the changes to Distributive Education and Vocational Distributive Education endorsements and of standards and requirements for the preparation of teachers as discussed in the Superintendent’s memorandum dated March 29, 2004.

### Summary of the Recommended Endorsements for Marketing Education (GM)

#### Current Distributive Education Endorsements

Code	Title	Options	Comments	Classes that Can Be Taught
GM	Distributive Education	Major, minor, or additional endorsement* for elementary or secondary certificates.	Also known as marketing education.	Distributive Education Marketing Education
VD	Vocational Distributive Education	For secondary vocational candidates who have earned the GM and, in addition, have completed 4,000 hours of recent and relevant work experience.	Programs for the approval of vocational teachers must meet the requirements in Part 6 of the <i>Administrative Rules Governing the Certification of Michigan Teachers</i> .	Vocational Marketing Education Vocational Distributive Education
* Majors require a minimum of 30 semester hours, minors require a minimum of 20 semester hours, and additional endorsements require a minimum of 18 semester hours.				

#### Proposed Marketing Education Endorsement

Code	Title	Options	Comments	Classes that Can Be Taught
GM	Marketing Education	Major, minor, or additional endorsement** for secondary certificates.		Distributive Education Marketing Education
VM	Vocational Marketing Education	For secondary vocational candidates who have earned the GQ***, GX***, or GM and, in addition, have completed 4,000 hours of recent and relevant work experience.	Programs for the approval of vocational teachers must meet the requirements in Part 6 of the <i>Administrative Rules Governing the Certification of Michigan Teachers</i> .	Vocational Marketing Education Vocational Distributive Education
Majors require a minimum of 30 semester hours, minors require a minimum of 20 semester hours, and additional endorsements require a minimum of 20 semester hours.				
*** Note that marketing education is also a subsection of the requirements for the new group endorsement in Business, Management, Marketing, and Technology (GQ). The current group endorsement for Business Education (GX) will be phased out. These changes are covered in a separate approval item submitted to the State Board of Education.				



# **Proposal to the Michigan State Board of Education for the Preparation of Teachers**

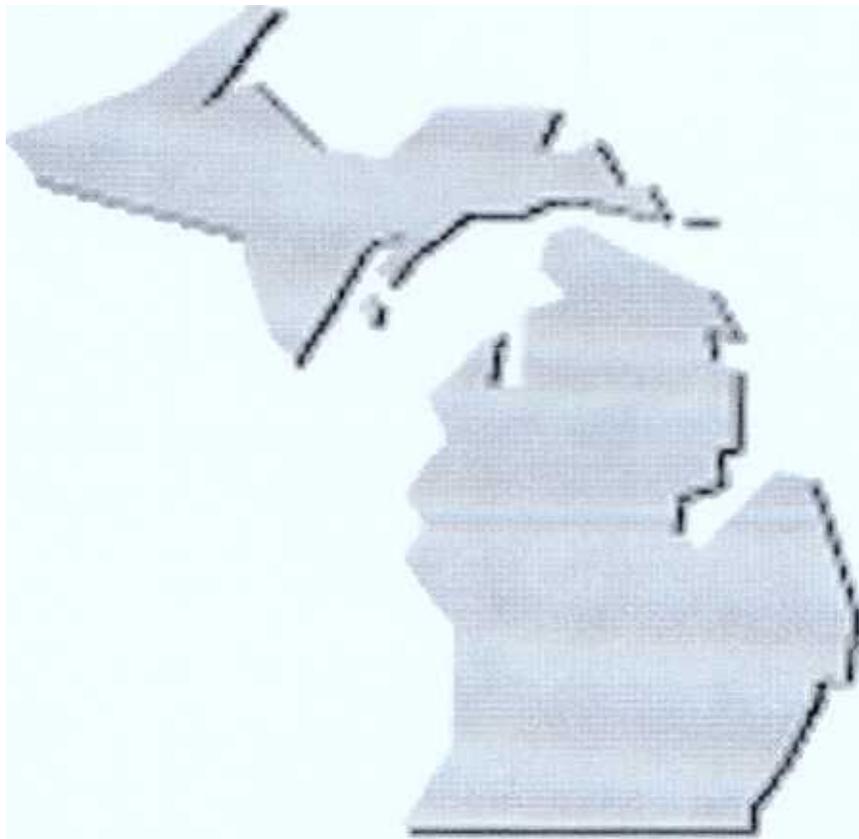
Marketing Education (GM)

Submitted by the  
Office of Professional Preparation Services  
April 13, 2004



# Standards for the Preparation of Teachers

## Marketing Education (GM)



Adopted by the Michigan State Board of Education  
<date>

# **Standards for the Preparation of Teachers in Marketing Education (GM)**

## **Preface**

### **Development of the Proposal**

In a joint initiative beginning in August 2001, the Office of Professional Preparation Services within the Michigan Department of Education (MDE) and the Office of Career and Technical Preparation within the Michigan Department of Labor and Economic Growth (MDLEG) assembled a referent group of educators to develop recommendations for updates to definitions and requirements related to the preparation of business teachers. The committee included representatives from public and independent teacher preparation institutions, local and intermediate school districts, Michigan DECA (Michigan Distributive Education Clubs of America), the Michigan Business Education Association, and the Michigan Business Professionals of America. The recommendations are aligned with national trends in business education as reflected in the Michigan Career Pathways at:

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In addition, the proposed standards are aligned with the following documents: Michigan Career and Employability Skills, International Society for Technology in Education - National Educational Technology Standards for Teachers, National Association of Business Teacher Education Standards, National Marketing Education Standards, and the National Business Education Association Standards. A crosswalk showing this relationship is available on the web at:

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Prior to the adoption of these standards, candidates could complete a preparation program (major or minor) in the area of Distributive Education (GM). The name "Distributive Education" was confusing, since the program area was commonly known as "marketing education," so a name change was proposed. The same was true of the Vocational Distributive Education (VD) endorsement. The codes GM and VD were inconsistent, so it was recommended that the VD code be changed to VM.

This Board action has also raised the number of semester hours for additional endorsement programs for previously certified teachers from 18 to 20, the minimum required for completion of a program minor.

**Distributive Education Endorsements prior to April 13, 2004**

<b>Code</b>	<b>Title</b>	<b>Options</b>	<b>Comments</b>	<b>Classes that Can Be Taught</b>
GM	Distributive Education	Major, minor, or additional endorsement* for elementary or secondary certificates.	Also known as marketing education.	Distributive Education Marketing Education
VD	Vocational Distributive Education	For secondary vocational candidates who have earned the GM and, in addition, have completed 4,000 hours of recent and relevant work experience.	Programs for the approval of vocational teachers must meet the requirements in Part 6 of the <i>Administrative Rules Governing the Certification of Michigan Teachers</i> .	Vocational Marketing Education Vocational Distributive Education
* majors require a minimum of 30 semester hours, minors require a minimum of 20 semester hours, additional endorsements require a minimum of 18 semester hours.				

**Marketing Education Endorsements after April 13, 2004**

<b>Code</b>	<b>Title</b>	<b>Options</b>	<b>Comments</b>	<b>Classes that Can Be Taught</b>
GM	Marketing Education	Major, minor, or additional endorsement** for secondary certificates.		Distributive Education Marketing Education
VM	Vocational Marketing Education	For secondary vocational candidates who have earned the GM and, in addition, have completed 4,000 hours of recent and relevant work experience.	Programs for the approval of vocational teachers must meet the requirements in Part 6. of the <i>Administrative Rules Governing the Certification of Michigan Teachers</i> .	Vocational Marketing Education Vocational Distributive Education
* majors require a minimum of 30 semester hours, minors require a minimum of 20 semester hours, additional endorsements require a minimum of 20 semester hours.				
Note that marketing education is also a subsection of the requirements for the new group endorsement in Business, Management, Marketing, and Technology (GQ).				

**Approval of Programs**

A higher education institution that wishes to provide a teacher preparation program in Marketing Education (GM), or Vocational Marketing Education (VM) is required to submit an application for program approval that demonstrates how the standards are met throughout the proposed

curriculum. Following initial approval, the teacher preparation program will be reviewed every seven years through the Periodic Review/Program Evaluation process.

### **Michigan Test for Teacher Certification - Test Development**

Following State Board approval of new standards for the preparation of marketing teachers, the marketing test for the Michigan Test for Teacher Certification (MTTC) will be scheduled for revision to ensure alignment with the new standards.

## Content Guidelines/Standards Matrix

<b>College/University</b>			<b>Code</b>	<b>GM</b>
<b>Source of Guidelines/Standards</b>	Michigan State Board of Education, 2004	Program/Subject Area		Marketing Education

**DIRECTIONS:** List required courses on matrix and provide additional narrative to explain how standards are met. If electives are included, they should be clearly indicated. Adjust size of cells as needed.

**A – Awareness**

The marketing education teacher recognizes/recalls the existence of different aspects of marketing and related teaching strategies.

**B – Basic Understanding**

The marketing teacher articulates knowledge about marketing and related instructional and assessment strategies.  
The marketing education teacher demonstrates proficiency in using the knowledge at a fundamental level of competence acceptable for teaching.

**C – Comprehensive Understanding**

The marketing education teacher is able to apply broad, in-depth knowledge of the different aspects of marketing in a variety of settings. (This level is not intended to reflect mastery; all teachers are expected to be lifelong learners.)

A Marketing Education endorsement (GM) prepares a teacher to teach marketing education at the secondary level in courses aligned with the Michigan Career Pathways. The GM requires a major with a minimum of 30 semester hours, a minor with a minimum of 20 semester hours, or an additional endorsement with a minimum of 20 semester hours. Candidates completing the academic requirements of the GM program may be recommended for the certificate endorsement after passing the Michigan Test for Teacher Certification marketing education test.

No	Guideline/Standard	Level of Proficiency	Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs	
			30 Semester Hour Major	20 Semester Hour Minor
1.0	<b>MARKETING</b> The preparation of secondary business, management, marketing, and technology teachers will enable them to:			
1.1	explain fundamental business, management, and entrepreneurial concepts that affect business decision making;	C		
1.2	identify the concepts, strategies, and systems needed to interact effectively with others;	B		
1.3	demonstrate the economic principles and concepts fundamental to marketing;	C		
1.4	demonstrate the concepts and strategies needed for career exploration, development, and growth;	C		
1.5	explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services;	C		
1.6	apply financial concepts to business decision making;	C		
1.7	explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions;	C		

No	Guideline/Standard	Level of Proficiency	Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs	
			30 Semester Hour Major	20 Semester Hour Minor
1.8	identify the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value;			
9	decipher the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities;			
10	identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired income;			
1.1	identify the strategies needed to determine client needs, wants; respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities; and			
	use technology to implement marketing activities.			



**Teacher Preparation Standards Development Committee  
Marketing Education (GM) Endorsement**

<b><u>Committee Member</u></b>	<b><u>Organization/Institution</u></b>
Barbara Bartosiewicz	Manistee Area Public Schools MACUL Past President
John Baublitz	Ann Arbor Public Schools
Judi Berry	Lansing Community College
Bill Blackerby	Siena Heights University
Brenda Clark	Jenison Public Schools
Dave Clark	Fruitport Public Schools
Wells Cook	Central Michigan University
Ron Fulkert	Eastern Michigan University
Mary Ann Herbst	Baker College
Jude Johnson	Clare Public Schools
Chris Korbel	Traverse Bay Area Intermediate School District
Larry Pagel	Northern Michigan University
Amy Sholtz	Bullock Creek Middle School (Midland)
Brad Wagner	Michigan Technological University
Dave Wait	Eastern Michigan University State Director Michigan DECA (Michigan Distributive Education Clubs of America)
Carl Woloszyk	Western Michigan University

**Michigan Department of Labor and Economic Growth  
Office of Career and Technical Preparation**

Diana Bailey

Patty Cantu

Eva Coffey

Shirley Kaminski

Karen Pohja

Glenna Zollinger-Russell

**Michigan Department of Education  
Office of Professional Preparation Services**

Sue Wittick

**August 2003 Distribution of Standards Drafted by the Referent Committee  
Marketing Education (GM) Endorsement**

**Educational Organizations (\* Indicates submission of a response)**

- Association of Independent Colleges and Universities of Michigan
- Coalition of Michigan Subject Matter Education Organizations
- Directors and Representatives of Teacher Education Programs
- Family Consumer Science Educators of Michigan
- Michigan Association of Colleges for Teacher Education
- Michigan Association of Middle School Educators
- Michigan Association of Nonpublic Schools
- Michigan Association of School Administrators
- Michigan Association of School Boards
- Michigan Association of School Personnel Administrators
- Michigan Association of Secondary School Principals
- Michigan Association of Supervision and Curriculum Development
- \* Michigan Business Education Association
- \* Michigan Career Leadership Network
- Michigan Congress of Parents, Teachers, and Students
- Michigan Deans Council
- \* Michigan DECA (Michigan Distributive Education Clubs of America)
- Michigan Education Association
- Michigan Elementary and Middle School Principals Association
- Michigan Federation of Teachers and School Related Personnel
- \* Michigan Health Occupations Educators
- \* Michigan Industrial & Technology Education Society
- \* Michigan Marketing Education Association
- \* Michigan School Counselors Association
- Middle Cities Education Association
- \* North Central Association of Colleges and Schools
- \* Michigan Parent, Teacher, Student Association

Teacher Preparation Institutions (\* Indicates submission of a response)

Adrian College	Kalamazoo College
Albion College	Lake Superior State University
Alma College	Madonna University
Andrews University	Marygrove College
Aquinas College	Michigan State University
* Baker College	* Michigan Technological University
Baker College of Auburn Hills	* Northern Michigan University
* Baker College of Flint	Oakland University
Baker College of Jackson	Olivet College
Baker College of Clinton Township	Rochester College
Baker College of Cadillac	* Saginaw Valley State University
Baker College of Muskegon	* Siena Heights University
Calvin College	Spring Arbor University
* Central Michigan University	University of Detroit Mercy
Concordia University	University of Michigan
Cornerstone University	University of Michigan – Dearborn
* Eastern Michigan University	University of Michigan – Flint
Finlandia University	University of Phoenix
* Ferris State University	Walden University
Grand Valley State University	* Wayne State University
Hillsdale College	* Western Michigan University
Hope College	

Community Colleges (\* Indicates submission of a response)

- \* Alpena Community College
- \* Delta College
- \* Kalamazoo Valley Community College
- \* Lake Michigan College
- \* Lansing Community College
- \* Macomb Community College

**Intermediate School Districts (\* Indicates submission of a response)**

- \* Allegan County Intermediate School District  
Berrien Intermediate School District
- \* Branch Intermediate School District  
C.O.O.R. Intermediate School District  
Calhoun Intermediate School District
- \* Charlevoix-Emmet Intermediate School District  
Clare-Gladwin Regional Educational Service District
- \* Clinton County Regional Educational Service Agency
- \* Eaton Intermediate School District
- \* Genesee Intermediate School District  
Gratiot-Isabella Regional Educational Service District  
Hillsdale Intermediate School District
- \* Ingham Intermediate School District Eaton  
Ionia County Intermediate School District  
Kalamazoo Regional Educational Service Agency  
Lapeer Intermediate School District  
Lenawee Intermediate School District
- \* Lewis Cass Intermediate School District
- \* Macomb Intermediate School District
- \* Manistee Intermediate School District  
Mason-Lake Intermediate School District  
Menominee Intermediate School District
- \* Midland County Educational Service Agency
- \* Oakland Schools Intermediate School District
- \* Ottawa Area Intermediate School District  
Wayne Regional Educational Service Agency

**Local School Districts (\* Indicates submission of a response)**

- Aisha Shule/WEB Dubois Preparation Academy
- Albion Public Schools
- Arenac Eastern Schools
- Avondale School District
- Bad Axe Public Schools
- \* Battle Creek School District
- \* Bedford Public Schools
- Beecher Community Schools
- Big Bay De Noc School District
- \* Birmingham School District
- Bloomfield Township School District #7F
- Bridgman Public School District
- Canton Charter Academy
- Caseville Public Schools
- Cesar Chavez Academy
- Clinton Community Schools
- Comstock Public Schools
- Crossroads Charter Academy
- Detroit Public Schools
- East Grand Rapids Public Schools
- Easton Township School District #6
- Escanaba Area Schools
- Ewen-Trout Creek Schools
- Flint Community Schools
- Gull Lake Community Schools
- Inland Lakes Schools
- Iron Mountain School District
- Jackson Public Schools
- Lansing School District
- Leslie Public Schools
- Lincoln Park Public Schools
- Litchfield Community Schools
- Livingston Technical Academy
- \* Livonia Public Schools
- Ludington Area School District
- Manistee Area Public Schools
- Mesick Consolidated Schools
- \* Monroe Public Schools
- \* Mount Pleasant Public Schools
- New Beginnings Academy
- \* Niles Community Schools
- \* Ottawa Lake-Whiteford Agricultural Schools
- Pontiac School District

**Continued - Local School Districts (\* Indicates submission of a response)**

- Questar Academy
- Republic-Michigamme Schools
- \* Saginaw Township Community Schools
- \* Shoreline Academy of Business & Trades
- Southgate Community Schools
- St. Louis Public Schools
- \* Utica Community Schools
- \* Wayne-Westland Community Schools
- Webberville Community Schools

**School Districts with Career and Technical Education Programs**

Information on the proposed standards was also sent by e-mail to a mailing list maintained by the Office of Career and Technical Preparation. This list includes career and technical education administrators, teachers, school department heads, community college faculty, and teacher preparation institution faculty.

Note: additional responses were received anonymously.