

**ARKANSAS DEPARTMENT OF EDUCATION**  
**Marketing Education**  
**Grades 7-12 (area 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 educators to teach out of field (not in the field in which the educator 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 educators are asked to teach in areas/levels for which they are not licensed. School districts may not exceed the six semester limit without possible penalty.

**Eligibility Guidelines:** Educators must meet the following conditions:

- possess a standard Arkansas educator 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.

**For information on adding additional licensure areas by testing out or through a program of study and testing, please refer to the Department of Education website at [www.arkansased.org](http://www.arkansased.org) and click on Educator Licensure, then Add Licensure Area to License.**

**Required Assessments:**

Praxis II: Marketing Education, test #0561                      Minimum score required: 156  
Effective Sept. 1, 2008

NOTE: Test at a Glance (TAAG) study guide booklets are available on line from [www.ets.org/praxis](http://www.ets.org/praxis). **Any educator 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 school district will document the need to assign an educator out of field.
- The employing school district superintendent shall submit a waiver request and completed ALP form to the ADE Office of Educator Licensure *within 30 days of the out-of-field teaching assignment*, thus documenting the above statement.
- The employing school district understands that an educator working under this ALP shall make adequate yearly progress (as specified in the Rules Governing Educator Licensure) each school year that the educator is employed in the out-of- area assignment.
- The employing school district understands that the educator will have no more than six consecutive semesters from the first date he/she was employed in the out-of-area assignment by any district to meet full licensure requirements for the additional licensure or endorsement being sought. A waiver request must be submitted each school year the educator is employed out of area.

**School District Assurances:**

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

Superintendent: \_\_\_\_\_ Date: \_\_\_\_\_

**Educator ALP Guidelines:**

Educators shall make adequate yearly progress (as specified in the Rules Governing Educator Licensure) each school year that the educator is employed in the out-of-area assignment. If the educator EITHER leaves the ALP position OR doesn't complete the requirements within six consecutive semesters, he/she will NOT be eligible for employment again under an ALP for this area of licensure.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_ S.S.#: \_\_\_\_\_

**RETURN COMPLETED FORM TO:**

Arkansas Department of Education  
Office of Educator Licensure  
Four State Capitol Mall, Room 106 B  
Little Rock, AR 72201-1071

Phone: 501.682.4342  
Fax: 501.682.4898  
www.arkansased.org