Business, Finance, and Marketing Comprehensive Endorsement

Specifications, Competencies & Requirements

PURPOSE

This endorsement is meant for certified teachers interested in teaching **Business, Finance, and Marketing** courses. It attaches to a current Utah Educator License with a license area of concentration in **Secondary** Education.

Upon attachment of this endorsement to a Utah educator license, educators will be approved to teach the following USBE courses:

Accounting 1	Event Planning & Management
Accounting 2	Exploring Business, Finance, and Marketing
Advanced Accounting	Exploring Hospitality & Tourism
Business Finance and Marketing Capstone	Hospitality & Tourism
Business Communications 1	Influencer & Content Marketing
Business Communications 2	Investing & Wealth Management
Business Leadership 1	Marketing
Business Leadership 2	Real Estate
Business Law	Retailing
Business Management	Small Business Math
Business Office Specialist	Sports & Outdoor Recreation Marketing
Customer Service	Word Processing
Digital Business Applications	Digital Media 1
Digital Literacy	Digital Media 2
Digital Marketing	Exploring Computer Science
Economics	Web Development 1
Entrepreneurship	Web Development 2

ENDORSEMENT TYPES

Prerequisite

Demonstrate an understanding of Career and Technical Education (CTE) basics.

    CTE Knowledge

Associate Level Requirements

Applicants must complete **SIX** of the following competency requirements. The associate-level endorsement is valid for up to 3 school years before it expires. Associate-level endorsements are non-renewable.

Digital Literacy	Digital Marketing
Word Processing	Economics
CTE Pathways and Career Clusters	Accounting
Durable Skills	Business Law

Business Management	Web Development Asset Creation
Business Communications	Programming Language
DECA & FBLA Advising	Vector Graphics & Software
General Computer Science	Layout Design & Software

The applicant must meet **ALL** the competency areas listed above.

COMPETENCY DETAILS & DESCRIPTIONS

Prerequisite

1. CTE Knowledge

Demonstrate an understanding of CTE basics:

- Explain how CTE links learning to specific Utah industries and what its main goals are.
- Know the licenses and endorsements needed to teach specific CTE courses.
- Describe how CTE is organized into clusters and pathways at the state, district (LEA), and school levels, and how this helps students succeed after graduation.
- Locate and use the state's strands and standards in lesson plans.
- Explore CTE student organizations (CTSOs) and professional groups and explain how they support students and teachers.
- Explain how advisory boards, with industry members, make sure programs meet job market needs and maintain safe learning environments.
- Understand the basics of securing funding, planning for the future of the program, and participating in the state Program of Quality Review (PQR) to ensure program excellence.

*Select **one** of the following options:*

- **USBE Course:** CTE Orientation
- **Complete THREE years of full-time CTE Teaching in Utah**
- **Currently hold a professional-level CTE endorsement**

Endorsement Competencies

2. Digital Literacy

Demonstrate knowledge of the information processing cycle, digital communication, digital citizenship, and digital tools/media.

*Select **one** of the following options:*

- **USBE Digital Literacy Methods Workshop:** Typically held in the summer. Visit the USBE CTE Calendar for more information.
- **IC3 Digital Literacy Certifications:** Successful completion of the most current version of the IC3 certification from the date of application. Certifications can be found at Certiport.com.

3. Word Processing

Demonstrate knowledge of basic work processing functions and composing at the keyboard.

*Select **one** of the following options:*

- **Microsoft Office Word Specialist (Office 365) Certification:** Certiport.com

- **Pluralsight**: Complete the [Microsoft 365 Office Online course](#)

4. CTE Pathways and Career Clusters

Demonstrate knowledge of CTE Career Clusters, pathways, and progression.

*Select **one** of the following options:*

- **College & Career Annual Teacher Training:** Course runs from September 1-April 30 of each school year. Self-enroll at https://www.schools.utah.gov/cte/cca/calendar.
- **USBE Microcredential:** College and Career Awareness Microcredential (Coming)

5. Durable Skills

Demonstrate knowledge of Utah CTE Durable Skills. A set of essential skills necessary for personal, academic, and professional success. These skills last a lifetime and power entire careers. They remain relevant over time and apply across industries, roles, and situations.

*Select **one** of the following options:*

- **USBE Microcredential:** Durable Skills Microcredential (Coming)
- **College & Career Annual Teacher Training:** Course runs from September 1-April 30 of each school year. Self-enroll at https://www.schools.utah.gov/cte/cca/calendar.

6. Digital Marketing

Demonstrate knowledge of Branding, E-commerce website optimization for search and AI, Online Ads, Target Personas, and other KPI and Analytics introductions. and their application through digital platforms.

*Select **one** of the following options:*

- **USBE Microcredential:** Digital Marketing Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in social media marketing. Examples: MKTG 3660 UVU, MKTG 3500 UTech

7. Economics

Demonstrate knowledge of markets, economic systems, types of businesses, supply & demand, and micro and macroeconomic principles.

*Select **one** of the following options:*

- **USBE Microcredential:** Economics Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in economics. Ex. Econ 2110 or ECON 2020

8. Accounting

Demonstrate knowledge of General Accepted Accounting Principles(GAAP), credits and debits, financial documents, and balancing ledgers.

*Select **one** of the following options:*

- **USBE Microcredential:** Accounting Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in accounting. Ex. Acct 2010 Financial Accounting or Acct 2020 Managerial Accounting

9. Business Law

Demonstrate knowledge of the judicial system, contract law, and legislation that regulates business hiring practices.

*Select **one** of the following options:*

- **USBE Microcredential:** Business Law Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in business law. Ex. MGT 2050, BUS 2050, MGT 3050, LEGL 3000

10. Business Management

Demonstrate knowledge of leadership styles, management functions, and employee motivation in business.

*Select **one** of the following options:*

- **USBE Microcredential:** Business Management Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in business management. Ex. BUS 1010, MGT 1010, MGT 1050

11. Business Communications

Demonstrate knowledge of the judicial system, contract law, and legislation that regulates business hiring practices.

*Select **one** of the following options:*

- **USBE Microcredential:** Business Communications Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in business communications. Ex. BUS 2200, MGMT 3100, or MGT 3200

12. DECA & FBLA Advising

Demonstrate knowledge of the business or marketing Career and Technical Student Organizations competitions and their events. The role and responsibilities of a DECA and FBLA advisor.

*Select **one** of the following options:*

- **DECA or FBLA New Advisor Training.** Usually held in the Fall. Visit the USBE CTE Calendar for more information.
- **DECA or FBLA Judging:** Volunteer to be a judge at a regional or state competition.

13. General Computer Science

Demonstrate understanding of basic software programming. Must show competence in core software development skills, including object-oriented programming and web applications. This includes:

- Computer storage and data types
- Decision structures - if/else, algorithms, flowcharts, decision tables, when to use loops, recursion, data structures
- The Software Development Lifecycle
- Secure code concepts - encryption, hashing, share keys, SQL injection, etc.
- Web applications and object-oriented programming

*Select **one** of the following options:*

- **PRAXIS**: Take and pass the [PRAXIS #5652: Computer Science](#) exam. [Exam study guide](#).
- **Utah State University CS** Teaching Program (2 courses)
- **Industry Certification**: Take and pass the [NES: Test #315: Computer Science](#) exam.
- **Industry PD Certification**: Participate in **three** training sessions from friends of Utah Computer Science. Examples include Ozobots PD, Sphero PD, LEGO PD, Minecraft PD, Tynker PD, and SkillStruck PD, among others. Each training must be a minimum of 8 hours and approved by the USBE Education Specialist. You will submit your certificate of completion.
- **University Courses:**
  Credit from a regionally accredited university, passing with a C or higher grade in a course similar to: UVU - CS 1030, OR USU - CS 1030, OR WSU - CS1010
- **Other**: Harvard EdX: [CS50S](#)

14. Web Development Asset Creation

Demonstrate understanding of web development asset creation and the use of our statewide contract with Adobe. Demonstrate understanding of image editing techniques, retouching, and compositing to enhance and manipulate photographs. Have a strong understanding of layers, layer masks, and adjustment layers to non-destructively edit images. Show skills in using selection tools. Show knowledge of color correction. Understand the importance of exporting settings.

*Select **one** of the following options:*
- **Bachelor's Degree or higher in Web Design:** Examples:
  Utah Tech University: Web Design & Development BS
  Utah Valley University: Web Design & Development
- **NOCTI:** Take and pass the [NOCTI Web Design #5934](#) Exam
- **Industry Certification:** Take and pass the [Adobe Photoshop](#) Industry Exam
- **USBE Microcredential:** Photoshop Image Editing
- **University Courses:**
  Credit from an accredited university, passing with a C or higher grade in a course similar to: UVU - DWDD 1600 - Web Essentials OR WEB 1400 - Web Design and Usability
- **Coursera**: [Meta Front-End Developer Professional](#)
- **Harvard EdX:** [CS50W](#)

15. Programming Language

Demonstrate understanding of basic programming language. Demonstrate competency in writing syntactically correct, well-documented "language" code that will logically solve a given problem, correctly use data types supported by the chosen language, and use common libraries to write a program that solves a complex problem. Common competencies in various languages: data types, structures, data analysis, sequences, operators, flow, code documentation, debugging, scripts, variables, expressions, strings, etc.

*Select **one** of the following options:*
- **Bachelor's Degree or higher in Computer Sciences:**
  Examples:
  Utah Tech University: Computer Science BS
  Utah Valley University: Computer Science BS
  Utah Valley University: CS Education BS

- **PRAXIS**: Take and pass the [PRAXIS #5652: Computer Science](#) exam. [Exam study guide](#).
- **Utah State University CS** Teaching Program (3 courses)
- **Industry Certification**:
  - [NES: Test #315: Computer Science](#) exam.
- **Industry Certification**: Take and pass ONE Programming Industry Certification in a specific language:
  - C#: [Knowledge Pillars C# Coding Specialist](#)
  - Python: [Certiport ITS Python](#)
  - Python: [Knowledge Pillars Python Coding Specialist](#)
  - Java: [Certiport ITS Java](#)
  - Java: [Knowledge Pillars Java Coding Specialist](#)
  - JavaScript: [Certiport ITS JavaScript](#)
  - JavaScript: [Knowledge Pillars JavaScript Coding Specialist](#)
- **University Courses:**
  Credit from an accredited university, passing with a C or higher grade in a course similar to: UVU - CS3270 - Python Software Development OR WSU - CS 1410 - Object-Oriented Programming
- **Other**: Choose one from the ed2go online course in a specific language:
  - ed2go - [Introduction to C# Programming](#)
  - ed2go - [Introduction to C++ Programming](#)
  - ed2go - [Introduction to Java Programming](#)
  - ed2go - [Introduction to JavaScript](#)
  - ed2go - [Introduction to Python Programming](#)
    Other: Harvard EdX: [CS50W](#)

16. Vector Graphics & Software

Know how to work with vector images, file formatting, and vector graphic creation skills.
- **Image Basics**: Understanding the purpose, function, advantages, and disadvantages of vector graphics compared to other graphic types.
- **Vector Graphics Creation:** Ability to create vector graphics, manipulate anchor points, and utilize tools for precise illustrations.
- **Advanced Vector Skills:** Knowledge of layer management, pathfinding operations, and working with gradients, spot colors, and patterns.
- **Software and Output:** Familiarity with vector software tools, color management, and exporting files for intended output purposes.

*Select **one** of the following options:*
- **USBE Microcredential:** [Vector Graphics & Software](#)
- **TEWG 1030 - Vector Graphics** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Adobe Illustrator Certification**

17. Layout Design & Software

Create effective layouts using these skills:

- **Arrange text and visuals:** Place text and images within a layout grid.
- **Format with layout software:** Use software tools for text formatting, paragraph styles, and object alignment.
- **Organize with master pages and grids:** Use master pages, grids, and guides for consistent layouts across multiple pages.
- **Manage typography:** Use hierarchy and whitespace to balance and improve readability.
- **Prepare files for distribution:** Manage files and prepare them for print or digital use.

*Select **one** of the following options:*
- **USBE Microcredential:** Layout Design & Software
- **ART 4440 - Type, Image, & Visual Continuity** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Adobe InDesign Certification**