

Business, Finance, and Marketing High School Endorsement

Specifications, Competencies & Requirements

PURPOSE

This endorsement is meant for certified teachers interested in teaching **Business, Finance, and Marketing High School** 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 are approved to teach courses as outlined in the current school year USBE Assignment Requirements.

The most up-to-date course assignments and codes can be found on the USBE website by navigating to [Administrative & School Supports](#) and selecting the appropriate “**20XX–20XX Assignments Requirement**” link under CACTUS Codes & Data for SYXX (updated annually by school year).

Applicants and LEAs should refer to this resource as the master list for current approved courses and assignment codes associated with this endorsement.

ENDORSEMENT TYPES

Prerequisite

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

Associate Level Requirements

Applicants must complete **THREE** 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 Marketing
Economics
Accounting
Business Law

Business Management
Business Communications
DECA & FBLA Advising

Professional Level Requirements

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 program's future, 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**
- **Methods of Teaching Business Course.** Transcripts show a passing grade in one of the following courses: UVU BMED 5200, USU BSED 31350, or SUU BMED 4900.

Endorsement Competencies

2. 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 Pathway
- **MBA:** Hold a master's degree in business administration
- **College Course:** Transcripts showing a passing grade in a digital marketing course. (ex, UVU MKTG 3660 or UTECH MKTG 3500)

3. 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 Pathway
- **MBA:** Hold a master's degree in business administration
- **College Course:** Transcripts showing a passing grade in a relevant course in micro, macro, or other economics courses. (ex, SLCC ECON 2010 or UVU ECON 2020)

4. Accounting

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

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

- **USBE Microcredential:** Accounting Pathway
- **MBA:** Hold a master's degree in business administration

- **College Course:** Transcripts showing a passing grade in a relevant course in accounting. (ex, ACCT 2010 Financial Accounting or ACCT 2020 Managerial)

5. 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 Pathway
- **MBA:** Hold a master's degree in business administration
- **College Course:** Transcripts showing a passing grade in a relevant course in business law. (ex, USU MGT 3350 or WSU BSAD 3200)

6. Business Management

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

Select **one** of the following options:

- **USBE Microcredential:** Business Management Pathway
- **MBA:** Hold a master's degree in business administration
- **College Course:** Transcripts showing a passing grade in a relevant course in business management. (ex, BUS 1010 or UVU MGMT 1010)

7. Business Communications

Demonstrate knowledge of effective oral, interpersonal, and written communication by analyzing business situations and utilizing modern technologies and critical thinking.

Select **one** of the following options:

- **USBE Microcredential:** Business Communications Pathway
- **MBA:** Hold a master's degree in business administration
- **College Course:** Transcripts showing a passing grade in a relevant course in business communications. (ex, USU BUS 3200 or WSU MGMT 3200)

8. 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.
- **Methods of Teaching Business & Marketing Course.** Transcripts show a passing grade in one of the following courses: UVU BMED 5200, USU BSED 31350, or SUU BMED 4900.