

Business, Finance and Marketing Essentials



Endorsement Application

This endorsement connects to a SECONDARY license only.

Full Name:

E-mail Address:

Address:

City, State, Zip:

Home Number:

Mobile Number:

Cactus ID:

Do you have a current teaching assignment?

Yes No

If Yes

LEA of Assignment:

School of Assignment:

The Business, Finance and Marketing Essentials Endorsement authorizes the instructor to teach:

ACCOUNTING I, ACCOUNTING II, BUSINESS AND MARKETING CAPSTONE, BUSINESS COMMUNICATION I, BUSINESS COMMUNICATION II, BUSINESS LAW, BUSINESS MANAGEMENT, BUSINESS MATH AND PERSONAL FINANCE, CUSTOMER SERVICE, ECONOMICS, ENTREPRENEURSHIP, EXPLORING BUSINESS AND MARKETING, EVENT PLANNING AND MANAGEMENT, HOSPITALITY AND TOURISM, BUSINESS LEADERSHIP PRINCIPLES 1, BUSINESS LEADERSHIP PRINCIPLES 2, LODGING AND RECREATION, MARKETING 1, MARKETING 2, REAL ESTATE, RETAILING, AND SPORTS AND ENTERTAINMENT MARKETING.

Which endorsement level would you like to apply for:

Associate:

Professional:

Associate Level Endorsement Requirements

EDUCATOR MUST COMPLETE THE FOLLOWING REQUIREMENT

BEFORE applying you MUST qualify in this area.

ALL Transcripts

By clicking this box, I acknowledge that my transcripts have been sent to transcripts@schools.utah.gov (or are already on file) in order to process my endorsement application. Failure to provide my transcripts will result in my application being denied.

Option A - Have a master's in business administration from a regionally accredited University. [Submit your MBA transcripts](#)

Option B - Applicant must hold a bachelor's degree in a Business, Finance or Marketing or related degree from a regionally accredited College or University AND satisfy one of the following competency options in each category.

Accounting (Select one competency option)

- a. 3.0 Credits in Accounting must pass with a C or higher grade.

University:

Course:

Grade:

Date:

- b. Hold a current CPA certification:

[Upload a copy of your certification.](#)

Business Law (Select one competency option)

- a. 3.0 Credits in Business Law must pass with a C or higher grade.

University:

Course:

Grade:

Date:

- b. Have at least 3 years' experience in the legal field as a Paralegal or Law secretary. [Submit a reference name and email of your previous employer here. \(Must be a supervisor or direct upper management\)](#)

- c. Related Industry Certificate [Upload certification .](#)

Business Finance (Select one competency option)

- a. 3.0 Credits in Business Finance must pass with a C or higher grade.

University:

Course:

Grade:

Date:

Endorsements may attach to a license area of concentration. Content endorsements may attach to Elementary Education and Secondary Education. If attached to Elementary Education, the educator is qualified to teach 7th and 8th grade in a middle school. To be eligible for an endorsement area, you must already have a current Utah Educator License. ADA Compliant: November 2023

b. Hold a current Utah license from the Division of Security and Exchange Upload a copy of your certification.

Business Management (Select one competency option)

a. 3.0 Credits in Business Management must pass with a C or higher grade.
 University: _____ Course: _____ Grade: _____ Date: _____

b. Have at least 3 years' experience in Business Management. Submit a reference name and email of your previous employer here. (Must be a supervisor or direct upper management)

Economics (Select one competency option)

a. 3.0 Credits in Economics (Micro or Macro) must pass with a C or higher grade.
 University: _____ Course: _____ Grade: _____ Date: _____

b. Have at least 3 years' experience in an Economic related field. Submit a reference name and email of your previous employer here. (Must be a supervisor or direct upper management)

Marketing (Select one competency option)

a. 3.0 Credits in Marketing must pass with a C or higher grade.
 University: _____ Course: _____ Grade: _____ Date: _____

b. Have at least 3 years' experience in Marketing. Submit a reference name and email of your previous employer here. (Must be a supervisor or direct upper management)

Business Communications (Select one competency option)

a. 3.0 Credits in Business Communications must pass with a C or higher grade.
 University: _____ Course: _____ Grade: _____ Date: _____

b. Have at least 3 years' experience in Business Communications, Public Relations or Digital Marketing.
 Submit a reference name and email of your previous employer here. (Must be a supervisor or direct upper management)

Applicants Signature

Professional Level Endorsement Requirements

Educator must complete all of the following requirements

1. Complete the requirements for the Associate level endorsement. Date
2. Choose one option for CTE knowledge and experience: Date
 - Complete the USBE CTE Orientation Canvas course.
 - Complete 3 full years of Utah CTE teaching experience.
 - Currently hold a professional CTE endorsement.

It is strongly encouraged that you choose the first option and complete the CTE Orientation course within your first year.
3. Complete a CTSO DECA/FBLA training by completing one of the following options.
 - Option 1: Attend the new advisor training held in the fall each year. A substitute will be required. The date and time will be shared through the BFM listserv. Or
 - Option 2: Volunteer to be a Judge at a Region or State DECA/FBLA competition. Regions are held in the fall, and State is held in the Spring each year. Dates will be sent through the BFM listserv. A substitute will be required.

Date
4. Complete the Methods of Teaching Business course through a regionally accredited institution (SUU, USU, UVU) with a C grade or higher. Date
5. Schedule an interview with the CTE Specialist in order to demonstrate to the satisfaction of the USBE's CTE Specialist that you have both the necessary knowledge and skills to effectively teach students all of the competencies outlined in the strands & standards for the courses authorized by this endorsement. (This application will not be approved until the interview has been completed)

Applicant's Signature