**Q: Who can teach a Marketing course?**  
  
**A:** Both Marketing Education and Business Education Wisconsin Model Academic Standards include strands for Marketing. Marketing Model Academic Standards include more breadth and depth in this area than those offered in the Business Education Model Academic Standards. Whenever a school district is looking for the appropriate educator license for a particular course, we refer the district to the Model Academic Standards on which the course is aligned. The standards, and therefore the curriculum, determine the necessary licensure.  
  
For Example: *A course titled Introduction or Exploring Business and Marketing may be aligned to either set of standards and would be appropriately taught by a business or marketing educator. Marketing, as an introductory course, may be taught by either a business or marketing licensed teacher, depending on the standards alignment. A course titled, Marketing I (assuming a coherent sequence of courses), aligned to Marketing standards, would most appropriately be taught by a marketing education teacher.  
  
NOTE: Please be advised that it is impossible in all cases to determine the appropriate licensure from a course title. Each district must evaluate all local information to determine the correct licensure for each course.*