



# Marketing Occupational Pathways

Youth Apprenticeship

## MARKETING COMMUNICATIONS

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Marketing communications Youth apprentices help plan and implement programs to generate interest in products or services.

**Length of Apprenticeship:** One year

**\*Bridging**

## MARKETING MANAGEMENT/LEADERSHIP

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Marketing management/leadership youth apprentices help plan and coordinate activities that help a marketing team run efficiently.

**Length of Apprenticeship:** One year. Youth apprentices must have completed Marketing Communications, Merchandising, or Professional Sales prior to beginning this youth apprenticeship.

**\*Bridging**

## MARKETING RESEARCH/COMPETITIVE INTELLIGENCE

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Marketing research youth apprentices study market conditions to examine potential sales of a product or service.

**Length of Apprenticeship:** One year. Youth apprentices must have completed Marketing Communications, Merchandising, or Professional Sales prior to beginning this youth apprenticeship.

**\*Bridging**

## MERCHANDISING

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Merchandising youth apprentices sell merchandise to consumers. In addition, they work with merchandising displays and maintain product inventory.

**Length of Apprenticeship:** One year

**\*Bridging**

## PROFESSIONAL SALES

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Professional sales youth apprentices carry out sales and sales related activities on behalf of a business. Youth apprentices determine customer needs, communicate product information, and handle sales transactions.

**Length of Apprenticeship:** One year

**\*Bridging**

Key: \*Bridging = Where an RA Bridge does not exist, one may be developed.

## MARKETING EMPLOYMENT OF MINOR'S CONSIDERATIONS

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Youth apprentices who are 16-17 years old can perform work tasks, *only after appropriate operation/safety training AND only as indicated below*. The **student learner exception** limits the minor to using hazardous equipment on an **incidental basis** (less than 5% of their work time) and only **occasionally** (the work cannot be a regular part of their job). Student Learner status does NOT override the Employment of Minor's Laws.

### Driving

Minors under age 17 cannot drive as part of their job (based on October 1998 U.S. Dept. of Labor revision (98-464)).

A minor, age 17, may operate a motor vehicle as a part of employment if:

1. the vehicle does not exceed 6,000 pounds gross weight;
2. driving is done during daylight hours only;
3. the driving amounts to no more than 20% of the work week or 1/3 of the workday;
4. the student has attended drivers' education training and holds a valid driver's license;
5. the driving takes place within a 30-mile radius of the minor's place of employment;
6. the minor has no record of any moving violations at the time of hire; and
7. the driving does not involve: towing of vehicles, route deliveries or sales, transportation for hire, urgent time-sensitive deliveries, transporting more than 3 passengers who are employees of employer at one time.

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