

Appendix I

MARKETING YOUTH APPRENTICESHIP PROGRAM

COURSE OUTCOME SUMMARY: OVERVIEW AND TABLE OF CONTENTS

Marketing Youth Apprenticeship Program

Course Outcome Summary

Course Information

Organization: Dane County School Consortium and Wisconsin Dept. of Public Instruction (DPI)
Developers: Josh Fassl, Dane County School Consortium and Tim Fandek, WI DPI
Development Date: June 2017

Description: Marketing is a multi-faceted, critical business function that is under-girded by such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and English principles, the use of scientific problem solving, and the application of technology to marketing situations and problems.

The pace at which marketing activities are changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, off-shoring, mergers, global competition, world markets, and technological innovations. These changes impact the skills, attitudes, and abilities needed for success in today's workplace.

The annual Challenger, Gray & Christmas, Inc. survey of human resource professionals suggests that new college graduates with the best chance of landing a career are in Business Administration (36.8%), Accounting/Finance, and Marketing. In Wisconsin, 5 of the Top 15 **Occupations with the Most Openings** are Marketing cluster related, including: #1: Retail Salespersons, #3: Cashiers, #5: Customer Service Representatives, #8: Office Clerks, and #14: Sales Representatives.

Level One students must complete the require skills that include Core Skills, Safety and Security, and the Marketing Core Foundations plus one pathway unit. Level Two students must complete the requirements of Level I plus one additional pathway Unit.

While not required, the **Management/Leadership unit** should be completed either as a second Pathway for a senior in Level II who has previously completed coursework for other pathway units.

Pathway Units:

- Professional Sales Unit
- Merchandising Unit
- Marketing Communication Unit
- Marketing Research / Competitive Intelligence Unit
- Marketing Management / Leadership Unit

EACH competency (work site skill) is listed with its corresponding Performance Standards and Learning Objectives. The **Performance Standards** describe the behaviors, **as applicable**, that employers should look for in order to evaluate the competency. The **Learning Objectives** suggest classroom learning activities for the required related technical instruction. **NOTE:** Switching between pathways is allowable.

Curriculum Sources

- American Marketing Association – Professional Certified Marketer. Accessed January 2017, from <https://www.ama.org/events-training/Certification/Pages/us-pcm.aspx>.
- Assessment of Skills and Knowledge For Business (A*S*K) Institute Principles of Marketing Certification performance indicators. Accessed September 2016, from <http://www.askinstitute.org/>.
- Marketing and Business Administration (MBA) Research and Curriculum Center. Accessed September 2016, from <https://mbaresearch.org/>.
- *Marketing Essentials*, Farese, L., Kimbrell, G., and Woloszyk, C. (2016). Glencoe/McGraw-Hill. Woodland Hills, CA.
- National Career Technical Education Foundation, States' Career Clusters Initiative. Accessed August 2016, from <https://careertech.org/career-clusters>.
- National Occupational Competency Testing Institute (NOCTI) Job Ready Student Assessment Blueprints for Advertising and Design, Retail Merchandising. Accessed January 2017 from <http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing>.
- U.S. Department of Labor, Employment and Training Administration, Industry-Based Competency Model for the Marketing Industry. O*NET Online. Accessed June 2017, from www.onetonline.org.
- Wisconsin Department of Workforce Development, Labor Market Projections 2014-2024. Accessed January 2017, from <http://wisconsinjobcenter.org/labormarketinfo/>.
- Wisconsin Department of Marketing Management and Entrepreneurship, Business Management and Information Technology Advisory Committee (2016, July). For the purpose of developing the Marketing Youth Apprenticeship curriculum.
- Wisconsin Department of Public Instruction, WI Standards for Marketing, Management and Entrepreneurship. Accessed from <https://dpi.wi.gov/mmee/standards>.
- Wisconsin's Worknet Occupation Task Lists for Sales Representatives, Retail Salespersons, First Line Managers/Supervisors, Public Relations, and Meeting/Convention Planners. Accessed February 2016, from <http://worknet.wisconsin.gov/worknet/default.aspx>.

This curriculum was developed through a partnership with the Wisconsin Department of Workforce Development, Wisconsin Department of Public instruction and the Dane County School Consortium.

Marketing Youth Apprenticeship Table of Contents

APPENDIX J: REQUIRED SKILLS

Unit 1: Core Skills

1. Defend decisions by employing critical thinking skills
2. Communicate effectively using verbal and non-verbal language
3. Use interpersonal skills to resolve conflicts with others in an ethical manner
4. Demonstrate effective decision-making, problem solving and goal setting
5. Demonstrate positive work behaviors and personal qualities
6. Develop positive relationships with others
7. Exhibit professional traits for retaining employment
8. Work effectively with diverse individuals and adapt to company culture
9. Apply data and information to communicate ideas and create new opportunities
10. Adopt workplace tools to increase personal and organizational productivity
11. Employ teamwork skills to achieve collective goals

Unit 2: Safety and Security

1. Maintain a safe and healthful work environment
2. Follow risk management procedures
3. Demonstrate professional role in an emergency
4. Follow security procedures

Unit 3: Marketing Core Foundations

1. Facilitate business to customer relationships/interactions
2. Identify a company's unique selling proposition
3. Analyze cost/profit relationships to guide business decision making
4. Apply marketing information to meet customer needs
5. Use order-fulfillment processes to move product through the supply chain
6. Position products/services to acquire business image
7. Understand pricing strategies to determine products optimal price
8. Manage promotional activities to maximize return on promotional efforts
9. Identify ways that technology impacts business

MARKETING PATHWAYS

APPENDIX K: Professional Sales Unit

1. Reinforce company's image to exhibit the company's brand promise
2. Apply customer relationship management to show its contributions to the company
3. Utilize digital communication in the selling process
4. Plan sales activities to increase sales efficiency and effectiveness
5. Acquire product knowledge to communicate product features and benefits to ensure customer satisfaction
6. Perform pre-sales activities to facilitate sales presentations
7. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales
8. Process the sale and collect payment to complete the exchange
9. Conduct post-sales follow-up activities to foster ongoing relationships with customers

APPENDIX L: Merchandising Unit

1. Employ product-mix strategies to meet customer expectations
2. Plan product/service management activities to facilitate product development
3. Assist to develop merchandise plans (budgets) to guide selection of retail products
4. Employ visual merchandising techniques to increase interest in product offerings
5. Implement display techniques to attract customers and increase sales potential
6. Follow merchandise security procedures to minimize inventory loss
7. Follow inventory control and management methods to maintain appropriate levels of stock/supplies
8. Prepare Register/terminal for sales operations
9. Utilize stock-handling procedures to process incoming inventory

APPENDIX M: Marketing Communications Unit

1. Utilize promotional channels used to communicate with targeted audiences
2. Execute an advertising campaign to achieve marketing objectives within budget
3. Apply design principles to be able to communicate needs to designers
4. Use information-technology tools to manage and perform marketing communications responsibilities
5. Manage media planning and placement to enhance return on marketing investment
6. Use publicity/public-relations activities to create goodwill with stakeholders
7. Employ sales-promotion activities to inform or remind customers of business/product
8. Manage communications efforts to protect brand viability
9. Maintain technology security to protect customer information and company image
10. Develop content for use in marketing communications to create interest in product/business/idea

APPENDIX N: Marketing Research/Competitive Intelligence Unit

1. Monitor business data that impact business decision-making
2. Evaluate the need for analytics based marketing research
3. Analyze who and how many respondents are needed for marketing research
4. Select method to obtain needed data to address general business problem
5. Facilitate data-collection process
6. Collect marketing-research data from variety of sources
7. Process analytical data to translate marketing information
8. Apply statistical methods and software systems to aid in competitive intelligence
9. Report findings to communicate research information to others
10. Assess quality of marketing-research activities to determine needed improvements

APPENDIX O: Marketing Management/Leadership Unit

1. Understand human-resource laws and regulations to facilitate business operations
2. Develop personal organizational skills to lead others
3. Supervise and train fundamental work skills
4. Use teamwork to increase workplace efficiency and effectiveness
5. Use information-technology tools to manage work and customer relationships
6. Maintain business records to facilitate business operations
7. Assist with strategic planning to guide business decision-making
8. Identify potential business threats and opportunities to protect a business's financial well-being
9. Use project-management skills to improve return on investment (ROI)
10. Manage business relationships to foster positive interactions