Appendix O

MARKETING YOUTH APPRENTICESHIP PROGRAM

MARKETING MANAGEMENT/LEADERSHIP
UNIT 8

Unit 8: Marketing Management/Leadership Unit

Competency
   1. Understand human-resource laws and regulations to facilitate business operations

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
   - Reviews workplace factors that impact human resources management (e.g., availability of qualified employees, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.)
   - Follows workplace human resource policies and procedures

Learning Objectives
   - Describe the role of human resources
   - Explain why companies have human resource policies
   - Explain the role of ethics in human resources management
   - Describe the use of technology in human resources management
   - Explain the importance of workplace regulations (including OSHA, ADA)

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
    2. Develop organizational skills to lead others

Performance Standard Condition
        Competence will be demonstrated
- at the worksite
- while assisting a worksite professional

Performance Standard Criteria
        Performance will be successful when the learner:
- Assists employees with prioritizing work responsibilities
- Delegates work to others
- Coordinates efforts of cross-functional teams to achieve project/company goals
- Manages collaborative efforts

Learning Objectives
- Identify and prioritize work responsibilities
- Discuss ways business can delegate work
- Discuss why companies would use cross-functional teams to complete tasks
- Explain effective collaboration
- Assist employees with prioritizing work responsibilities (school based enterprise)
- Coordinate efforts of cross-functional teams to achieve project/company goals
- Harmonize tasks, projects, and employees in the context of business priorities

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
   3. Supervise and train fundamental work skills

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
   - Assists with orienting new employees (management's role)
   - Ensures staff knowledge of responsibilities, duties, functions, and authority levels
   - Assists with coaching employees
   - Fosters welcoming work environment for employees
   - Promotes innovation
   - Assists with supervising staff (if applicable)
   - Assists with assessing employee performance

Learning Objectives
   - Orient new employees (management's role) -- school based enterprise
   - Explain the role of training and human resources development
   - Explain the nature of management/supervisory training
   - Develop skills to coach employees
   - Develop an employee recognition program
   - Maintain ongoing discussion of issues related to compensation
   - Discuss strategies for employee performance evaluation
   - Review equitable employment opportunities

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
4. Use teamwork to increase workplace efficiency and effectiveness

Performance Standard Condition
Competence will be demonstrated
- at the worksite
- while assisting a worksite professional

Performance Standard Criteria
Performance will be successful when the learner:
- Inspires, engages, and motivates others to be part of a team
- Communicates a clear vision and brings people together around a common task
- Works effectively with multiple points of view
- Demonstrates concern for the task at hand and the people involved
- Manages conflict among team members

Learning Objectives
- Inspires, engages, and motivates others to be part of a team
- Communicates a clear vision and brings people together around a common task
- Helps team members identify their strengths and utilize their skills
- Demonstrates concern for the task at hand and the people involved
- Understand how to manage conflict among team members

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
   5. Use information-technology tools to manage work and customer relationships

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
- Employs an integrated business software application package to improve customer relationship management
- Demonstrates collaborative/groupware applications
- Creates and posts online communication
- Uses technology for marketing research
- Demonstrates fundamental skills within database applications

Learning Objectives
- Use collaborative/groupware applications
- Use technology for marketing research
- Review types of technology needed by company/agency
- Develop fundamental skills within database applications

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
  6. Maintain business records to facilitate business operations

Performance Standard Condition
  Competence will be demonstrated
  - at the worksite
  - while assisting a worksite professional

Performance Standard Criteria
  Performance will be successful when the learner:
  - Maintains customer records
  - Tracks sales
  - Conducts an inventory analysis
  - Assists with forecasting future sales

Learning Objectives
  - Learn how to conduct sales and inventory reports
  - Explain examples of information found within business records
  - Describe the nature of business records
  - Utilize reports to plan future business operations

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
   7. Assist with strategic planning to guide business decision-making

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
- Provides input into strategic planning
- Assists with conducting a gap analysis to determine organization's capability

Learning Objectives
- Explain the value of aligning marketing activities with business objectives
- Understand the importance and components of strategic planning
- Define gap analysis
- Compare and contrast industry organization structures

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
    8. Identify potential business threats and opportunities to protect a business's financial well-being

Performance Standard Condition
        Competence will be demonstrated
- at the worksite
- while assisting a worksite professional

Performance Standard Criteria
        Performance will be successful when the learner:
- Manages marketing and business risks
- Assists with helping maintain a business brand image

Learning Objectives
- Explain the impact of risk on business
- Describe insurance as it relates to minimizing the threat of financial risk to a business
- Describe types of business insurance coverage and their function
- Describe strategy to minimize business risks
- Identify and analyze marketing and business risks

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
   9. Use project-management skills to improve return on investment (ROI)

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
   - Uses resources needed for project
   - Develops project plan
   - Evaluates project results

Learning Objectives
   - Identify resources needed for project
   - Explain the nature of project management
   - Use resources needed for project
   - Develop project plan
   - Evaluate project results

Comments:

Unit 8: Marketing Management/Leadership Unit

Competency
   10. Manage business relationships to foster positive interactions

Performance Standard Condition
   Competence will be demonstrated
   - at the worksite
   - while assisting a worksite professional

Performance Standard Criteria
   Performance will be successful when the learner:
   - Treats others fairly at work
   - Fosters positive working relationships
   - Maintains collaborative partnerships with colleagues

Learning Objectives
   - Explain the impact of political relationships within an organization
   - Explain the nature of organizational culture
   - Interpret and learn how to adapt to a business's culture

Comments: