
Wisconsin Youth Apprenticeship

MARKETING

PROGRAM GUIDE



Department of Workforce Development

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MARKETING YOUTH APPRENTICESHIP PROGRAM GUIDE

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

Additionally, 3 of the Top 25 **High-Growth Occupations** are Marketing cluster related (jobcenterofwisconsin.com, industry projections 2014), including:

- #6: Meeting, Convention, and Event Planners
- #16: Real Estate Brokers, and
- #19: Market Research Analysts and Marketing Specialists

Although the employment statistics bode well for those teaching *business administration* programs in entrepreneurship, finance, management/administration, and marketing, employers are critical of the preparation students receive in their college programs. Some 46% believe there is too much emphasis on book learning versus real-world learning. (Marketing Business Administration (MBA) Research & Curriculum Center at mbaresearch.org.)

Wisconsin Youth Apprenticeship (YA) is a rigorous program that combines academic and related technical classroom instruction with mentored on the job learning for high school students. By training youth apprentices, employers play an active role in shaping the quality of their future workforce, improving the skill level of potential workers, and enhancing their competitive positioning in the marketplace. Employers, school districts, local consortiums, parents, and potential YA students are referred to the Youth Apprenticeship Program Operations Manual for general YA Program requirements.

Objective

The Wisconsin Marketing YA Program is designed to provide students with a working understanding of core employability and Marketing skills, as well as occupationally specific skills that serve as the standard for occupational pathways in the Marketing industry. This program provides the framework for educators and industry to work together to produce work-ready, entry-level employees that will compete favorably in a global market, as well as, provide for post-secondary educational advancement while integrating work-based learning in the school and worksite.

The following features distinguish a YA Program from other similar youth school to work programs.

- Level Two Youth Apprenticeship is a two-year program for high school juniors and seniors with an interest in a particular field (i.e. Marketing One-year Youth Apprenticeship Programs are also available to pursue).
- Youth apprentices, parents, employers, YA program coordinators, and school districts enter into a written agreement approved by the Department of Workforce Development.
- Statewide skills are established by the industry, making the youth apprentice skill set more relevant to the state's employers.
- Youth apprentices are trained at the worksite by skilled mentors and are paid minimum wage or better for their work. Students average 10-15 hours/week.
- Youth apprentices receive a high school diploma and a Certificate of Occupational Proficiency from the Wisconsin Department of Workforce Development (DWD) at graduation.
- Youth apprentices may receive advanced standing credit and/or transcribed credit for the YA Program at a Wisconsin Technical College and/or at some four year colleges. See **Appendix F** for current details.
- Statewide skill standards focus on skills and knowledge needed by employers for entry level employment in the Marketing industry.

Students apply and are interviewed by Marketing industry employers for positions in the Marketing YA Program. The state approved skill standards and program guide for the Marketing YA Program are used in both the classroom instruction and worksite learning. If the local school district is unable to provide the related technical classroom instruction courses, they may contract with their local technical college or employer practitioners to do so.

The skill standards are competency based. Competencies are performance-based outcome statements of occupational related skills defined by representatives of Marketing worksites throughout Wisconsin and aligned with State and national skill standards. The competencies in the program include many of the standards and knowledge statements outlined in the National States' Career Cluster Skill Standards for Marketing, <http://www.careertech.org>, the Secretary's Commission on Achieving Necessary Skills (SCANS), the American Marketing Association's Professional Certified Marketer (<https://www.ama.org>), or the Ask Institute Fundamentals of Marketing Concepts (www.askinstitute.org). The competencies will be taught at the worksite in combination with supportive, related technical classroom instruction. While the skill competencies are established statewide, program implementation and oversight occurs through local consortium committees to assure local needs are met.

Target Population

This program is applicable for a student who has expressed an interest in a customer service, marketing, sales, merchandising, research or marketing management careers. This program makes for an attractive career option for students with a strong desire to work with many different people in a variety of business settings. All students successfully meeting current high school graduation requirements and with a good attendance record for that year are encouraged to apply for the Marketing Youth Apprenticeship (YA) Program. The student must apply to the program in the year before program entry and be on track toward fulfilling high school graduation requirements in their school district.

Marketing industries comprise establishments engaged in a wide variety of industries and sectors. Marketing activities in each of these industries can include Selling, Merchandising, Research, Advertising and Communication, and Marketing Management. Furthermore, all Marketers need to possess excellent customer service skills. The Marketing YA program was structured to require industry-wide foundational skills and industry-specific technical skills.

All Youth Apprentices must complete the core Marketing foundational knowledge competencies consisting of competencies in employability skills, customer service, safety, security, and basic marketing core fundamentals. The Required Skill competencies may be completed concurrently with the specific technical pathway skills.

The Marketing specific technical skill competencies can be chosen based on interest and job placement provided they are allowable by DWD Child Labor Laws. Contact the Department of Workforce Development's Equal Rights Division/Labor Standards Bureau at 608-266-6860 for questions regarding child labor laws.

Potential Marketing Youth Apprentices will be required to complete a minimum of 450 work hours with 180 hours (2 semesters) of related technical classroom instruction for a Level One (1-year) Marketing YA Program or a minimum of 900 work hours with 360 hours (4 semesters) of related technical classroom instruction for a Level Two (2-year) Marketing YA program.

Marketing YA students are required to perform all the skills for EACH UNIT they enroll in. **Level One (one year)** YA students are to choose additional competencies from a MINIMUM of one pathway unit. **Level Two (two year)** YA students are to complete competencies from a MINIMUM of two pathway units.

Marketing Pathways

1. Professional Sales Unit
2. Merchandising Unit
3. Marketing Communications Unit
4. Marketing Research / Competitive Intelligence Unit
5. Marketing Management / Leadership Unit

Marketing YA Program Responsibilities

The following responsibilities are outlined for individuals involved in the Marketing YA Program.

Students –

1. Maintain academic skills and attendance at the high school to remain on track for high school graduation.
2. Participate in progress reviews as scheduled.
3. Exhibit maturity and responsibility to meet requirements of employment as designated by the employer.

Parents or Guardians-

4. Ensure that adequate transportation is available to and from the worksite.
5. Participate in student progress reviews as scheduled.

School District-

6. Recruit students and coordinate student enrollment in the program with the consortiums and/or employers.
7. Integrate the YA Program related technical classroom instruction and worksite training into the student's overall education program with high school graduation credit issued for each semester successfully completed.
8. Participate in student progress reviews as scheduled.

YA Program Coordinators-

9. Apply and maintain approval from the DWD to operate a YA Program.
10. Ensure a minimum of 450 hours of worksite instruction/experience plus a minimum of 180 hours of related technical classroom instruction for each one year YA program.
11. Establish and meet regularly with an advisory committee that will identify when and where tasks will be taught during the Marketing YA Program.
12. Develop and maintain a yearly commitment with participating high schools, technical colleges, and local businesses to accommodate the number of students involved in the Marketing YA Program.
13. Establish and maintain a YA student grievance procedure.
14. Provide employer mentor training.

Related Technical Classroom Instruction Faculty-

15. Qualify in the specialty areas being taught in the YA Program.

Employers and Worksite Mentors-

16. SEE **Appendix B** – Marketing YA Implementation Guide for Employers.
17. Participate in a mentor training session and provide on the job training of the Youth Apprentices.

Department of Workforce Development-

18. Monitor national and state regulatory agencies, such as the U.S. Department of Labor (DOL), U.S. Occupational Safety and Health Administration (OSHA), and WI Department of Safety and Professional Services for changes and impacts on the Marketing Youth Apprenticeship Program.

Program Guide Organization

The competencies in the program include many of the standards and knowledge statements outlined in the National States' Career Cluster Skill Standards for Marketing, <http://www.careertech.org>, the American Marketing Association's Professional Certified Marketer (<https://www.ama.org>), and the Assessment of Skills and Knowledge For Business (A*S*K) Institute Fundamentals of Marketing Concepts (www.askinstitute.org).

The Marketing YA Program also requires that Related Technical Classroom Instruction is provided to support attainment of the knowledge necessary to master the competencies. While recommendations for specific Related Technical Classroom Instruction are detailed separately in **Appendix C**, instructional requirements will vary depending on local consortium and advisory group decisions. It is strongly advised that local consortiums work with their advisory groups to determine appropriate Related Technical Classroom Instruction based on their local needs and resources.

The Youth Apprenticeship Program curriculum is written and organized according to the Worldwide Instructional Design System (WIDS) format and includes the Marketing YA Skill Standards Checklist and Course Outcome Summary (COS) for the program. Overall progress is documented on the Marketing YA Skill Standards Checklist which lists skill level achievement for each competency achieved. The COS outlines each skill competency 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 outline the required content to be covered in the related technical classroom instruction. (SEE **Appendix D** - Wisconsin Instructional Design System (WIDS) Format and Youth Apprenticeship Program Guide Terms and **Appendix E** - Use and Distribution of the Curriculum for further details.)

Evaluation

The student must successfully complete the related technical classroom instruction and demonstrate the minimum skill level required on the Marketing YA Skill Standards Checklist for each competency according to the applicable curriculum. Worksite mentors and/or instructors use this checklist to evaluate the learner on each of the required skills. It is the responsibility of the mentor(s) to rate the students skill level on all tasks performed at the worksite.

Marketing YA Program Completion

Upon successful completion of high school and the Level Two (2 year) Marketing YA Program requirements, the youth apprentice will receive a high school diploma and the applicable Certification of Occupational Proficiency from the Department of Workforce Development indicating "Marketing Youth Apprenticeship in (Name of Specific Pathway(s))" attained. Youth Apprentices who successfully complete a Level One (1 year) Marketing YA Program and who are on track for graduation will be eligible for a Level One Certificate from the Department of Workforce Development. Furthermore, the YA students may;

1. Continue to work in the Marketing industry.
2. Pursue a degree or diploma from a Wisconsin Technical College with advanced standing and/or transcribed credit.
3. Apply for admission to a four-year University of Wisconsin school with high school academic elective credit for admission.
4. Go into military service.

(SEE **Appendix F** for current agreements for post-secondary credit at Wisconsin Technical Colleges and University of Wisconsin colleges.)

Appendices

Appendix A - Work Contracts, Employment of Minors (Child Labor Laws), Liability & Insurance

Appendix B - Marketing YA Implementation Guide for Employers

- Benefits to the Employer
- Role of the Employer
- Role of the Mentor
- Checklist for Program Participation
- Checklist for Program Operation
- Frequently Asked Questions

Appendix C - Recommended Related Technical Classroom Instruction

Appendix D - Wisconsin Instructional Design System (WIDS)
Format and Youth Apprenticeship Program Guide Terms

Appendix E - Use and Distribution of the Curriculum

Appendix F - Post Secondary Advanced Standing Credits

Appendix G - Grandfather Clause – Program Transition Guidelines

Appendix H - Marketing Skill Standards Checklist

Appendix I - Marketing YA Course Outcome Summary:
Overview and Table of Contents (COS)

Appendix J - Required Skills Curriculum (Units 1-3)

Appendix K - Professional Sales Pathway (Unit 4)

Appendix L - Merchandising Pathway (Unit 5)

Appendix M - Marketing Communications Pathway (Unit 6)

Appendix N - Marketing Research/Competitive Intelligence Pathway (Unit 7)

Appendix O - Marketing Management Pathway (Unit 8)