



Marketing Communications

Youth Apprenticeship

MARKETING COMMUNICATIONS

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

Length of Apprenticeship: One year

OCCUPATIONAL COMPETENCIES

Youth apprentices must complete a **total of 14** competencies. **Thirteen** must be from the list below. If necessary, employers can substitute **1** competency with another occupationally appropriate skill. That skill should be added to the competency list for assessment.

Competencies
<ol style="list-style-type: none">1. Facilitate positive customer interactions2. Communicate the company's unique brand3. Carry out promotional activities4. Maintain technology security to protect customer information and company image5. Use promotional channels to communicate with target audiences6. Assist with advertising campaigns7. Review promotional collateral8. Use information technology tools for marketing communications9. Use metrics to modify marketing communication efforts10. Assist with media planning and placement11. Assist with public relations activities12. Collaborate on sales-promotion activities13. Prepare content for use in marketing communications14. Use social media to publish brand content

POST-SECONDARY PATHWAY OPPORTUNITIES

There are several post-secondary pathway opportunities in this area. The following is a partial list.

- Digital Marketing
- Marketing/Sales



Marketing Communications

Youth Apprenticeship

ON-THE-JOB LEARNING PERFORMANCE STANDARDS GUIDE (TO BE COMPLETED BY YA CONSORTIUM)

YOUTH APPRENTICE INFORMATION

Youth Apprentice Name	
YA Coordinator	YA Consortium
School District	High School Graduation Date

REQUIREMENTS

Level One Requirements

Youth apprentices must complete ALL the items listed below. Check completed areas.

- ☐ Competency checklist
- ☐ Employability Skills checklist (in this OJL Guide) or the DPI Employability Skills Certificate
- ☐ Related instruction equal to 1 high school credit or at least 3 college credits
- ☐ Minimum of 450 work hours

HOURS

Record the hours the youth apprentice worked.

Total Hours Employed	Company Name	Telephone Number

RELATED INSTRUCTION

YEAR 1: Indicate which related instruction courses the youth apprentice completed.

Dual Credit	Course Number and Title	Credits	Instruction Provider
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

SIGNATURES

The On-the-Job Learning Performance Standards Guide includes a list of competencies youth apprentices learn through mentoring and training at the worksite.

Instructions for the Worksite Employers/Mentors and School-Based or YA coordinators: This document should be reviewed with the employer/mentor, school-based or YA coordinator on a regular basis with the youth apprentice to record progress and plan future steps to ensure completion of the required competencies. Mentors, school-based/YA coordinator, and the apprentice sign below.

Employer/Mentor Signature	Employer/Mentor Signature
Employer/Mentor	Employer/Mentor
Business/Company	Business/Company
Date Signed	Date Signed
School-Based and/or YA Coordinator Signature	School-Based and/or YA Coordinator Signature
School-Based and/or YA Coordinator	School-Based and/or YA Coordinator
School District or Organization	School District or Organization
Date Signed	Date Signed
Youth Apprentice Signature	Youth Apprentice Signature
Youth Apprentice	Youth Apprentice
School District / High School	School District / High School
Date Signed	Date Signed

EMPLOYABILITY SKILLS (TO BE COMPLETED BY YA EMPLOYER/MENTOR)

Youth apprentices must demonstrate key employability skills.

The DWD YA program employability skills requirement may be attained and demonstrated through two processes. (See options listed below.) Employability skills must be completed for every year a student is in the program. The DPI Employability Skills Certificate may be counted as meeting one of those two years, provided the certificate is earned in the same year the student is enrolled in youth apprenticeship or they can complete the YA Employability Skills in the OJL. The Employability Skills Certificate must be obtained through the DPI.

1. If a student has successfully completed a Wisconsin Department of Public Instruction (DPI) State-Certified Cooperative Education, [Co-Op Employability Skill certification](#) then they have met the YA Employability Skills requirement for that year. A copy of the student's DPI Co-Op Employability Skill Certificate must be maintained on file with their YA regional consortium.

☐ Earned Wisconsin Employability Skills Certificate (checked if applicable) or,

2. Completed and rated "Employability Skills" through this YA OJL guide as described below.

3	Exceeds Expectations: Exceeds entry-level criteria; requires minimal supervision; consistently displays this behavior
2	Meets Expectations: Meets entry-level criteria; requires some supervision; often displays this behavior
1	Working to Meet Expectations: Needs improvement; requires much assistance and supervision; rarely displays this behavior

The following skills are required of all youth apprentices.

Competency and Rating Criteria	Employability Skills		
	Rating		
	Minimum Rating of 2 for EACH Check Rating		
	1	2	3
1. Develops positive work relationships with others. <i>Examples of qualities and habits that the employee might exhibit include . . .</i> <ul style="list-style-type: none"> • Interacts with others with respect and in a non-judgmental manner • Responds to others in an appropriate and non-offensive manner • Helps co-workers and peers accomplish tasks or goals • Applies problem-solving strategies to improve relations with others • When managing others, shows traits such as compassion, listening, coaching, team development, and appreciation 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employability Skills		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
2. Communicates effectively with others <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Adjusts the communication approach for the target audience, purpose, and situation to maximize impact Organizes messages/information in a logical and helpful manner Speaks clearly and writes legibly Models behaviors to show active listening Applies what was read to actual practice Asks appropriate questions for clarity 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Collaborates with others <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Works effectively in teams with people of diverse backgrounds regardless of sex, race, ethnicity, nationality, sexuality, religion, political views, and abilities Shares responsibility for collaborative work and decision making Uses the problem-solving process to work through differences of opinion in a constructive manner to achieve a reasonable compromise Avoids contributing to an unproductive group conflict Shares information and carries out responsibilities in a timely manner 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Maintains composure under pressure <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Uses critical thinking to determine the best options or outcomes when faced with a challenging situation Carries out assigned duties while under pressure Acts in a respectful, professional, and non-offensive manner while under pressure Applies stress management techniques to cope under pressure 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Demonstrates integrity <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Carries out responsibilities in an ethical, legal and confidential manner Responds to situations in a timely manner Takes personal responsibility to correct problems Models behaviors that demonstrate self-discipline, reliability, and dependability 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employability Skills		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
6. Performs quality work <i>Examples of qualities and habits that the employee might exhibit include . . .</i> <ul style="list-style-type: none"> • Carries out written and verbal directions accurately • Completes work efficiently and effectively • Performs calculations accurately • Conserves resources, supplies, and materials to minimize costs and environmental impact • Uses equipment, technology, and work strategies to improve workflow • Applies problem-solving strategies to improve productivity • Adheres to worksite regulations and practices • Maintains an organized work area 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Provides quality goods or services (internal and external) <i>Examples of qualities and habits that the employee might exhibit include . . .</i> <ul style="list-style-type: none"> • Shows support for the organizational goals and principles by own personal actions • Displays a respectful and professional image to customers • Displays an enthusiastic attitude and desire to take care of customer needs • Seeks out ways to increase customer satisfaction • Produces goods to workplace specifications 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Shows initiative and self-direction <i>Examples of qualities and habits that the employee might exhibit include . . .</i> <ul style="list-style-type: none"> • Prioritizes and carries out responsibilities without being told • Responds with enthusiasm and flexibility to handle tasks that need immediate attention • Reflects on any unsatisfactory outcome as an opportunity to learn • Improves personal performance by doing something different or differently • Analyzes how own actions impact the overall organization • Supports own action with sound reasoning and principles • Balances personal activities to minimize interference with work responsibilities 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employability Skills		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
9. Adapts to change <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Shows flexibility and willingness to learn new skills for various job roles Uses problem-solving and critical-thinking skills to cope with changing circumstances Modifies own work behavior based on feedback, unsatisfactory outcomes, efficiency, and effectiveness Displays a "can do" attitude 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Demonstrates safety and security regulations and practices <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Follows personal safety requirements Maintains a safe work environment Demonstrates professional role in an emergency Follows security procedures Maintains confidentiality 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Applies job-related technology, information, and media <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	<ul style="list-style-type: none"> Applies technology effectively in the workplace Assesses and evaluates information on the job Assesses training manuals, website, and other media related to the job 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Fulfills training or certification requirements for employment <i>Examples of this requirement may include . . .</i>	<ul style="list-style-type: none"> Participation in required career-related training and/or educational programs Passing certification tests to qualify for licensure and/or certification Participation in company training or orientation 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Sets personal goals for improvement <i>Examples of this requirement may include . . .</i>	<ul style="list-style-type: none"> Setting goals that are specific and measurable Setting work-related goals that align with the organization's mission Identifying strategies to reach goals Reflecting on goal progress to regularly evaluate and modify goals 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OCCUPATIONAL COMPETENCIES

(TO BE COMPLETED BY YA EMPLOYER/MENTOR)

Youth apprentices must complete a **total of 14** competencies. **Thirteen** must be from the list below. If necessary, employers can substitute **1** competency with another occupationally appropriate skill. That skill should be added to the competency list for assessment.

Rating Scale

3: Exceeds entry level criteria | Requires minimal supervision | Consistently displays this behavior

2: Meets entry level criteria | Requires some supervision | Often displays this behavior

1: Needs improvement | Requires much assistance and supervision | Rarely displays this behavior

If any competencies are rated "1" on the final performance review checklist that is submitted to WI DWD it is considered a failed checklist.

Occupational Competencies		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
1. Facilitate positive customer interactions <ul style="list-style-type: none"> display a courteous, professional manner respond to customer questions and comments adapt communication to cultural and social differences among clients use active listening 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Communicate the company's unique brand <ul style="list-style-type: none"> identify the company's brand standards explain why the company's products are valuable to customers articulate how the company is different from competitors follow the company's customer service policies explain the company's mission and vision 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Carry out promotional activities <ul style="list-style-type: none"> develop a promotional calendar schedule displays and themes communicate promotions to the customer assist with measuring success of promotional efforts 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Maintain technology security to protect customer information and company image <ul style="list-style-type: none"> identify security considerations follow customer data security procedures follow company social media policies adhere to internal compliance agreements follow company image security procedures report breach of information security 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Occupational Competencies		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
5. Use promotional channels to communicate with target audiences <ul style="list-style-type: none"> • recommend communication channels • respond to requests for information • update web content • maintain product/service/data security • maintain customer data security 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Assist with advertising campaigns <ul style="list-style-type: none"> • recommend advertising strategies for campaign • conduct advertising research • review campaign budget • contribute to a media plan • conduct marketing initiatives 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Review promotional collateral <ul style="list-style-type: none"> • review proofs • review digital storyboards • evaluate product/product information accuracy • provide feedback on promotional materials 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Use information technology tools for marketing communications <ul style="list-style-type: none"> • prepare promotional materials using software applications • maintain databases of information for marketing communications • mine databases of information for marketing communications analysis 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Use metrics to modify marketing communication efforts <ul style="list-style-type: none"> • collect web metrics • review metrics • recommend adjustments to posts as needed based on metrics • generate reports 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Occupational Competencies		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
10. Assist with media planning and placement <ul style="list-style-type: none"> • identify factors impacting media selection • determine advertising reach of media • read media schedule • calculate media costs • select advertising media • assist with banner, video, or non-text link ad campaigns • recommend media outlets • recommend placement of advertisements 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Assist with public relations activities <ul style="list-style-type: none"> • develop public relations strategies • develop a communication plan for client groups and audiences • participate in community outreach activities • analyze costs/benefits of community outreach activities • contribute to press releases • prepare information for media kits • contribute to a public-service announcement • contribute to a public-relations campaign 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Collaborate on sales-promotion activities <ul style="list-style-type: none"> • collaborate on slogans/taglines • develop a loyalty marketing strategy • analyze use of specialty promotions • setup cross promotions • participate in trade shows/expositions • contribute to the development of a sales-promotion plan 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Prepare content for use in marketing communications <ul style="list-style-type: none"> • write promotional copy for various marketing channels such as email, social media, web, blog, print, releases, etc. • select visual content as needed • ensure content selected follows company diversity, equity, and inclusion initiatives • follow content marketing strategy considering key words • measure content marketing results 		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Occupational Competencies	Rating		
Competency and Rating Criteria	Minimum Rating of 2 for EACH Check Rating		
	1	2	3
14. Use social media to publish brand content <ul style="list-style-type: none"> • write content to be published • maintain a consistent brand voice in social content • select related graphics and images • obtain approvals as needed • schedule posts for release • monitor customer feedback 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competency Substitute (if you replaced a competency above, note the competency and rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:			



Post-Program Completion Survey

Youth Apprenticeship

YA POST-PROGRAM COMPLETION SURVEY: **EMPLOYER FEEDBACK**

Employers complete the following information. YA Coordinators will enter this into the Post-Program Completion Survey.

YA Employer Post-Program Completion Questions	
Will you offer or have you offered the Youth Apprentice a continuing position with your company?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If continuing position offered to youth apprentice, did they accept?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please answer the questions below:	
Was the offer for full time or part time work?	<input type="checkbox"/> Full-time <input type="checkbox"/> Part-time
Title of the position offered:	
What is the wage of the continuing employment offer?	
If applicable, will the youth apprentice advance to a Registered Apprenticeship?	

YA POST-PROGRAM COMPLETION SURVEY: **COMPLETED BY YA CONSORTIUM**

The [Post-Program Completion Survey](#) form is to be provided to each student completing the Youth Apprenticeship program to capture information on the student's plans after leaving the program. This **form should be completed by the Youth Apprenticeship Coordinator** to capture information from all high school seniors and their employers after successful completion of the Youth Apprenticeship Program.

The form should be completed during the final meeting between the student, mentor, and Youth Apprenticeship Coordinator, when the final checklist or On-the-Job Learning (OJL) Guide is filled out and signed. Information captured on this form must be entered online using the Bureau of Apprenticeship Standards Electronic Records System (BASERS).

No part of this document may be altered, duplicated, or extracted without written consent from the Wisconsin Department of Workforce Development (DWD).

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