



Marketing Management/Leadership

Youth Apprenticeship

MARKETING MANAGEMENT/LEADERSHIP

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.

COMPETENCIES

Youth apprentices must complete a **total of 11** competencies. **Ten** 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.

Occupational Competencies
1. Facilitate positive customer interactions 2. Communicate the company's unique brand 3. Follow workplace human resource laws and regulations 4. Demonstrate organizational skills to lead others 5. Use teamwork to increase workplace efficiency and effectiveness 6. Use technology to manage work and customer relationships 7. Maintain business records 8. Assist with strategic planning 9. Use project management skills to improve return on investment (ROI) 10. Develop a marketing campaign 11. Maintain technology security to protect customer information and company image

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 Management/Leadership

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.

- ☐ Required Year 1 Marketing Communications, Merchandising, or Professional Sales has been completed
- ☐ 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
☐			
☐			
☐			
☐			

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.

Employability Skills	Rating		
	Minimum Rating of 2 for EACH		
	Check Rating		
Competency and Rating Criteria	1	2	3
1. Develops positive work relationships with others. <i>Examples of qualities and habits that the employee might exhibit include . . .</i> • 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	☐	☐	☐

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>	- 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	☐	☐	☐
3. Collaborates with others <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	- 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	☐	☐	☐
4. Maintains composure under pressure <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	- 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	☐	☐	☐
5. Demonstrates integrity <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	- 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	☐	☐	☐

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>	• 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	☐	☐	☐
7. Provides quality goods or services (internal and external) <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	• 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	☐	☐	☐
8. Shows initiative and self-direction <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	• 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	☐	☐	☐

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>	- 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	☐	☐	☐
10. Demonstrates safety and security regulations and practices <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	- Follows personal safety requirements - Maintains a safe work environment - Demonstrates professional role in an emergency - Follows security procedures - Maintains confidentiality	☐	☐	☐
11. Applies job-related technology, information, and media <i>Examples of qualities and habits that the employee might exhibit include . . .</i>	- Applies technology effectively in the workplace - Assesses and evaluates information on the job - Assesses training manuals, website, and other media related to the job	☐	☐	☐
12. Fulfills training or certification requirements for employment <i>Examples of this requirement may include . . .</i>	- 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	☐	☐	☐
13. Sets personal goals for improvement <i>Examples of this requirement may include . . .</i>	- 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	☐	☐	☐

OCCUPATIONAL COMPETENCIES

(TO BE COMPLETED BY YA EMPLOYER/MENTOR)

Youth apprentices must complete a **total of 11** competencies. **Ten** 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		
	Minimum Rating of 2 for EACH Check Rating		
	1	2	3
1. Facilitate positive customer interactions - display a courteous, professional manner - respond to customer questions and comments - adapt communication to cultural and social differences among clients - use active listening	☐	☐	☐
2. Communicate the company's unique brand - 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	☐	☐	☐
3. Follow workplace human resource laws and regulations - identify workplace factors that impact human resources management - identify related human resource laws and regulations - apply laws and regulations to workplace situations	☐	☐	☐
4. Demonstrate organizational skills to lead others - assist employees with prioritizing work responsibilities - delegate work to others - coordinate efforts of cross-functional teams - manage collaborative efforts	☐	☐	☐

Occupational Competencies		Rating		
Competency and Rating Criteria		Minimum Rating of 2 for EACH Check Rating		
		1	2	3
5. Use teamwork to increase workplace efficiency and effectiveness • assist with orienting new employees • promote innovation • inspire, engage, and motivate others to be part of a team • communicate a clear vision and bring people together around a common task • work effectively with multiple points of view • demonstrate concern for the task at hand and the people involved • treat others fairly • maintain collaborative partnerships with colleagues		☐	☐	☐
6. Use technology to manage work and customer relationships • use collaborative/groupware applications • create and post online communication • use technology for marketing research • share current technology trends for use in marketing • demonstrate fundamental skills within database applications		☐	☐	☐
7. Maintain business records • maintain customer records • track sales • conduct an inventory analysis • generate reports • assist with invoicing and accounts receivable/payable		☐	☐	☐
8. Assist with strategic planning • assist with forecasting future sales • provide input into strategic planning • assist with conducting a gap analysis • assist to develop budgets • identify potential business threats and opportunities		☐	☐	☐
9. Use project management skills to improve return on investment (ROI) • identify resources needed for the project • develop a project plan • evaluate project results		☐	☐	☐

Occupational Competencies	Rating		
Competency and Rating Criteria	Minimum Rating of 2 for EACH Check Rating		
	1	2	3
10. Develop a marketing campaign • develop a story and a target goal for the campaign • determine the placement for the campaign • determine the length of the campaign • describe what success looks like for the campaign • execute the campaign • measure and present campaign results	☐	☐	☐
11. Maintain technology security to protect customer information and company image • 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	☐	☐	☐
Competency Substitute (if you replaced a competency above, note the competency and rating)	☐	☐	☐
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?	☐ Yes ☐ No
If continuing position offered to youth apprentice, did they accept?	☐ Yes ☐ No
If yes, please answer the questions below:	
Was the offer for full time or part time work?	☐ Full-time ☐ 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).

DWD is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please dial 7-1-1 for Wisconsin Relay Service. Please contact the Division of Employment and Training at 888-258-9966 and press 6 to request information in an alternate format, including translated to another language.

