



Marketing Skill Standards Checklist

Student Name	YA Student ID Number	
YA Coordinator	YA Consortium	
School District	High School Graduation Date	
Certification Areas Completed: Required Skills - For EACH Pathway Unit Check ✓ completed areas	Level One Requirements: <i>Students must complete ALL listed below</i> Check ✓ completed areas	
<input type="checkbox"/> Core Skills	<input type="checkbox"/> Required Skills	
<input type="checkbox"/> Safety and Security	<input type="checkbox"/> Minimum of 1 pathway unit	
<input type="checkbox"/> Marketing Core Foundations	<input type="checkbox"/> Minimum of 2 semesters related instruction	
	<input type="checkbox"/> Minimum of 450 work hours	
Marketing Career Pathway	Level Two Requirements: <i>Students must complete ALL listed below</i> Check ✓ completed areas	
<input type="checkbox"/> Professional Sales Unit	<input type="checkbox"/> Required Skills	
<input type="checkbox"/> Merchandising Unit	<input type="checkbox"/> Minimum of 2 pathway units	
<input type="checkbox"/> Marketing Communication Unit	<input type="checkbox"/> Minimum of 4 semesters related instruction	
<input type="checkbox"/> Marketing Research / Competitive Intelligence Unit	<input type="checkbox"/> Minimum of 900 work hours	
<input type="checkbox"/> Marketing Management / Leadership Unit		
Total Hours Employed	Company Name	Telephone Number
		()
		()
		()
		()

Instructions for the Worksite Mentor(s) and Instructor(s)

The Skill Standards Checklist is a list of the competencies (tasks) to be achieved through mentoring at the worksite.

- The worksite mentor should rate each competency as the student acquires and demonstrates the skill **according to the performance criteria**.
- A competency may be revisited and the score raised as the student becomes more proficient at the worksite.
- The mentor and student should go over this checklist together on a regular basis to record progress and plan future steps to complete the required competencies.

I certify that this student has successfully completed the competencies required in my department. Circle your YA role, sign and print your name, and complete with the date signed and the department name.

SIGN this page IF you have been a mentor, trainer, or instructor of this student

Mentor/Trainer/Instructor Signature	Mentor/Trainer/Instructor Signature
Printed Name	Printed Name
Company/Department	Company/Department
Date Signed	Date Signed

Mentor/Trainer/Instructor Signature	Mentor/Trainer/Instructor Signature
Printed Name	Printed Name
Company/Department	Company/Department
Date Signed	Date Signed

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Company/Department	Company/Department
Date Signed	Date Signed

Operational Program Notes for Skill Standards Checklist

1. Marketing Youth Apprenticeship Curriculum

- Definitions:
 - Competency- The worksite skill to be performed.
 - Performance Standards- How the worksite will assess skill performance.
 - Learning Objectives- Content knowledge to learn these skills; may be taught by the employer, school district and/or technical college.
 - Skill Standards Checklist- The documented list of competencies completed by the YA student.
 - Performance Standards & Learning Objectives are located in the **Program Guide for this Youth Apprenticeship**.

2. **ALL** Youth Apprentices **MUST** complete the Required Skills (Core Skills, Safety & Security, and Marketing Core Foundations) competencies.

- The Required Skills competencies may be completed concurrently with the Marketing, Sales and Service technical competencies.
- The Required Skills are common skills specific to all Marketing pathways. These skills are aligned with the National States' Career Clusters Foundations standards for Marketing, Sales and Service Career Cluster.

3. Youth Apprenticeship Requirements

- Specific technical skill pathway units are also aligned with the MBA Research & Curriculum Center as well as the Assessment of Skills and Knowledge for Business (A*S*K) Institute industry certification.
- Competencies have been reviewed by the DWD for 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. (See Appendix A for Special Child Labor Law considerations in this YA program.)
- Students will complete a MINIMUM of one pathway for each Level ONE Marketing YA and a MINIMUM of two pathways for a Level TWO Marketing YA. Units can be chosen from different pathways in any combination.
- The Department of Workforce Development Occupational Certificate will indicate "Marketing" when the program is completed.

4. Competency Ratings

- Rate the student on the competencies regularly and revisit the competencies with the student periodically to offer the opportunity for an improved rating.
- Arrangements must be made to ensure that the student learns, practices, AND performs each competency even if that competency is not part of their regular job function.
- "Entry Level" criteria should be interpreted to mean "able to do the task satisfactorily."

Required Skills-Required of ALL Marketing YA Students

CORE SKILLS	Minimum rating of 2 for EACH Check Rating		
	1	2	3
1. Defend decisions by employing critical thinking skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Communicate effectively using verbal and non-verbal language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Use interpersonal skills to resolve conflicts with others in an ethical manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Demonstrate effective decision-making, problem solving and goal setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Demonstrate positive work behaviors and personal qualities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Develop positive relationships with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Exhibit professional traits for retaining employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Work effectively with diverse individuals and adapt to company culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Apply data and information to communicate ideas and create new opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Adopt workplace tools to increase personal and organizational productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Employ teamwork skills to achieve collective goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SAFETY AND SECURITY	Minimum rating of 2 for EACH Check Rating		
	1	2	3
1. Maintain a safe and healthful work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Follow risk management procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Demonstrate professional role in an emergency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Follow security procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MARKETING CORE FOUNDATIONS	Minimum rating of 2 for EACH Check Rating		
	1	2	3
1. Facilitate business to customer relationships/interactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Identify a company's unique selling proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Analyze cost/profit relationships to guide business decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Apply marketing information to meet customer needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Use order-fulfillment processes to move product through the supply chain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Position products/services to acquire business image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Understand pricing strategies to determine products optimal price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Manage promotional activities to maximize return on promotional efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Identify ways that technology impacts business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 & supervision | Rarely displays behavior

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

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

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

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

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Marketing Management/Leadership Unit	Minimum rating of 2 for EACH Check Rating		
	1	2	3
1. Understand human-resource laws and regulations to facilitate business operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Develop personal organizational skills to lead others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Supervise and train fundamental work skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Use teamwork to increase workplace efficiency and effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Use information-technology tools to manage work and customer relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Maintain business records to facilitate business operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Assist with strategic planning to guide business decision-making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Identify potential business threats and opportunities to protect a business's financial well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Use project-management skills to improve return on investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Manage business relationships to foster positive interactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Additional Required Skills/Units Comments:

Core Skills -
Safety and Security -
Marketing Core Foundations -
Professional Sales Unit -
Merchandising Unit -
Marketing Communications Unit -
Marketing Research/Competitive Intelligence Unit -
Marketing Management/Leadership Unit -

Additional Certifications, Training, Seminars and Projects

Please list in detail any additional certifications earned, any training and seminars attended, and/or any projects completed during the course of the Marketing Youth Apprenticeship.

Description		
Notes/Comments		
Date Completed	Mentor/Trainer/Instructor Signature	Date Signed

Description		
Notes/Comments		
Date Completed	Mentor/Trainer/Instructor Signature	Date Signed

Description		
Notes/Comments		
Date Completed	Mentor/Trainer/Instructor Signature	Date Signed

Other Notes or Comments –		
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