



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 <input type="checkbox"/> Core Skills <input type="checkbox"/> Safety and Security <input type="checkbox"/> Marketing Core Foundations	Level One Requirements: <i>Students must complete ALL listed below</i> Check ✓ completed areas <input type="checkbox"/> Required Skills <input type="checkbox"/> Minimum of 1 pathway unit <input type="checkbox"/> Minimum of 2 semesters related instruction <input type="checkbox"/> Minimum of 450 work hours Level Two Requirements: <i>Students must complete ALL listed below</i> Check ✓ completed areas <input type="checkbox"/> Required Skills <input type="checkbox"/> Minimum of 2 pathway units <input type="checkbox"/> Minimum of 4 semesters related instruction <input type="checkbox"/> Minimum of 900 work hours														
Marketing Career Pathway															
<input type="checkbox"/> Professional Sales Unit															
<input type="checkbox"/> Merchandising Unit															
<input type="checkbox"/> Marketing Communication Unit															
<input type="checkbox"/> Marketing Research / Competitive Intelligence Unit															
<input type="checkbox"/> Marketing Management / Leadership Unit															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%; padding: 5px;">Total Hours Employed</th> <th style="width: 55%; padding: 5px;">Company Name</th> <th style="width: 30%; padding: 5px;">Telephone Number</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"></td> <td></td> <td style="text-align: center;">()</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> <td style="text-align: center;">()</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> <td style="text-align: center;">()</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> <td style="text-align: center;">()</td> </tr> </tbody> </table>	Total Hours Employed	Company Name	Telephone Number			()			()			()			()
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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

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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