



# Marketing Skill Standards Checklist

Student Name	YA Student ID Number															
YA Coordinator	YA Consortium															
School District	High School Graduation Date															
<b>Certification Areas Completed:</b> <b>Required Skills - For EACH Pathway Unit</b> <b>Check ✓ completed areas</b> <input type="checkbox"/> Core Skills <input type="checkbox"/> Safety and Security <input type="checkbox"/> Marketing Core Foundations	<b>Level One Requirements:</b> <i>Students must complete ALL listed below</i> <b>Check ✓ completed areas</b> <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															
<b>Marketing Career Pathway</b> <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	<b>Level Two Requirements:</b> <i>Students must complete ALL listed below</i> <b>Check ✓ completed areas</b> <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															
<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 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 -