STATE OF WISCONSIN
DWD
Department of Workforce Development

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
- ☐ Core Skills
- ☐ Safety and Security
- ☐ Marketing Core Foundations

Marketing Career Pathway
- ☐ Professional Sales Unit
- ☐ Merchandising Unit
- ☐ Marketing Communication Unit
- ☐ Marketing Research / Competitive Intelligence Unit
- ☐ Marketing Management / Leadership Unit

Level One Requirements:
Students must complete ALL listed below
Check ✓ completed areas
- ☐ Required Skills
- ☐ Minimum of 1 pathway unit
- ☐ Minimum of 2 semesters related instruction
- ☐ Minimum of 450 work hours

Level Two Requirements:
Students must complete ALL listed below
Check ✓ completed areas
- ☐ Required Skills
- ☐ Minimum of 2 pathway units
- ☐ Minimum of 4 semesters related instruction
- ☐ Minimum of 900 work hours

Total Hours Employed	Company Name	Telephone Number
		( )
		( )
		( )
		( )

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

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	☐	☐	☐
2. Apply customer relationship management to show its contributions to the company	☐	☐	☐
3. Utilize digital communication in the selling process	☐	☐	☐
4. Plan sales activities to increase sales efficiency and effectiveness	☐	☐	☐
5. Acquire product knowledge to communicate product features and benefits to ensure customer satisfaction	☐	☐	☐
6. Perform pre-sales activities to facilitate sales presentations	☐	☐	☐
7. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales	☐	☐	☐
8. Process the sale and collect payment to complete the exchange	☐	☐	☐
9. Conduct post-sales follow-up activities to foster ongoing relationships with customers	☐	☐	☐

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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	☐	☐	☐
2. Plan product/service management activities to facilitate product development	☐	☐	☐
3. Assist to develop merchandise plans (budgets) to guide selection of retail products	☐	☐	☐
4. Employ visual merchandising techniques to increase interest in product offerings	☐	☐	☐
5. Implement display techniques to attract customers and increase sales potential	☐	☐	☐
6. Follow merchandise security procedures to minimize inventory loss	☐	☐	☐
7. Follow inventory control and management methods to maintain appropriate levels of stock/supplies	☐	☐	☐
8. Prepare register/terminal for sales operations	☐	☐	☐
9. Utilize stock-handling procedures to process incoming inventory	☐	☐	☐

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