



# Marketing Communications

Youth Apprenticeship

## MARKETING COMMUNICATIONS

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Marketing communications youth apprentices help plan and implement programs to generate interest in products or services.

**Length of Apprenticeship:** One year

## OCCUPATIONAL COMPETENCIES

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Youth apprentices must complete a **total of 14** competencies. **Thirteen** 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.

Competencies
1. Facilitate positive customer interactions
2. Communicate the company's unique brand
3. Carry out promotional activities
4. Maintain technology security to protect customer information and company image
5. Use promotional channels to communicate with target audiences
6. Assist with advertising campaigns
7. Review promotional collateral
8. Use information technology tools for marketing communications
9. Use metrics to modify marketing communication efforts
10. Assist with media planning and placement
11. Assist with public relations activities
12. Collaborate on sales-promotion activities
13. Prepare content for use in marketing communications
14. Use social media to publish brand content

## POST-SECONDARY PATHWAY OPPORTUNITIES

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There are several post-secondary pathway opportunities in this area. The following is a partial list.

- Digital Marketing
- Marketing/Sales