



Marketing Management/Leadership

Youth Apprenticeship

MARKETING MANAGEMENT/LEADERSHIP

Marketing management/leadership youth apprentices help plan and coordinate activities that help a marketing team run efficiently.

Length of Apprenticeship: One year. Youth apprentices must have completed Marketing Communications, Merchandising, or Professional Sales prior to beginning this youth apprenticeship.

COMPETENCIES

Youth apprentices must complete a **total of 11** competencies. **Ten** 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.

Occupational Competencies
1. Facilitate positive customer interactions
2. Communicate the company's unique brand
3. Follow workplace human resource laws and regulations
4. Demonstrate organizational skills to lead others
5. Use teamwork to increase workplace efficiency and effectiveness
6. Use technology to manage work and customer relationships
7. Maintain business records
8. Assist with strategic planning
9. Use project management skills to improve return on investment (ROI)
10. Develop a marketing campaign
11. Maintain technology security to protect customer information and company image

POST-SECONDARY PATHWAY OPPORTUNITIES

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

- Digital Marketing
- Marketing/Sales