



Merchandising

Youth Apprenticeship

MERCHANDISING

Merchandising youth apprentices sell merchandise to consumers. In addition, they work with merchandising displays and maintain product inventory.

Length of Apprenticeship: One year

OCCUPATIONAL COMPETENCIES

Youth apprentices must complete a **total of 12** competencies. **Eleven** 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
<ol style="list-style-type: none">1. Provide quality customer service2. Communicate the company's unique brand3. Follow company pricing strategies and policies4. Use order-fulfillment processes5. Determine customer needs6. Communicate product information to customers7. Contribute to merchandising plans8. Employ visual merchandising techniques9. Maintain product inventory10. Process sales transactions11. Process incoming inventory12. Fulfill e-commerce orders

POST-SECONDARY PATHWAY OPPORTUNITIES

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

- Digital Marketing
- Marketing/Sales