



# Marketing Research Competitive Intelligence

Youth Apprenticeship

## MARKETING RESEARCH/COMPETITIVE INTELLIGENCE

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Marketing research youth apprentices study market conditions to examine potential sales of a product or service.

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

## OCCUPATIONAL COMPETENCIES

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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.

Competencies
1. Facilitate positive customer interactions
2. Communicate the company's unique brand
3. Monitor competitor activities
4. Explore the need for marketing research
5. Assist to setup a market research study
6. Gather secondary data
7. Participate in primary data-collection
8. Process research results
9. Analyze data using statistical software
10. Report research findings with others
11. Reflect on research results for potential process improvements

## 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