

Appendix C

RECOMMENDATIONS FOR RELATED TECHNICAL CLASSROOM INSTRUCTION FOR MARKETING YOUTH APPRENTICESHIP PROGRAM

These recommendations are intended to be used by the Local YA Consortium when determining appropriate related technical instruction for Marketing YA. It is not all inclusive but should be used to assist the partnership with identification and/or development of course work that supports the work-based competencies as identified in the Skill Standards Checklist. As with all YA programs the consortium must ensure that the related instruction meets with the approval of their administration and school board.

OPERATIONAL NOTES

- Related Technical Classroom Instruction maybe offered by the employer, within the school district, at another school district, at a Wisconsin Technical College, and/or at a Community College or University by instructors qualified according to the Youth Apprenticeship Program Operations Manual. Commercial programs, such as the American Marketing Association's Professional Certified Marketer (<https://www.ama.org>), the Assessment of Skills and Knowledge For Business (A*S*K) Business Institute, [Fundamentals of Marketing Concepts \(www.askinstitute.org\)](http://www.askinstitute.org), or Google's AdWords certification (<https://support.google.com>). Employer provided classroom certification programs are also appropriate provided that the student receives high school credit towards graduation for the class work.
- Learning Objectives are the foundation of related technical classroom instruction. **Appendix E – Curriculum** will provide a course overview for the recommended related instruction. Consortiums may teach using locally developed coursework, however, statewide advanced standing and/or transcribed agreements may not apply. It is recommended then that local agreements with technical colleges be pursued. Statewide advanced standing and/or transcribed credit will be based on this Recommended Instruction list.
- A minimum of 180 hours (2 semesters) of related technical instruction is required for each one year YA program. The student must also receive high school credit towards graduation for this instruction, no matter the provider.
- It is suggested that an Introduction to Business Marketing class be provided as a pre-requisite for students interested in this youth apprenticeship. Additionally, students should complete a job shadow prior to enrollment in the Marketing YA program.
- Courses chosen should coincide as much as possible to occupational program requirements if the student intends to continue in the Wisconsin Technical College System.
- Recommendations for this Appendix were obtained from Employer and YA Consortium/School District Coordinator input during the YA Marketing Program Survey and YA Regional Meetings, December 2016 through April 2017, and through the States' Career Clusters recommendations at <http://www.careertech.org>



Marketing Youth Apprenticeship (YA)

NAME: _____ DATE: _____

The Marketing YA Pathway Units and Related Technical Instruction course selection and delivery are entirely within local consortium control. The recommendations listed below are only a suggested path of YA career planning and should be individualized to meet each learner's educational and career goals. All plans should meet high school graduation requirements, as well as, college entrance requirements. For more specific pathway plans of study, visit <https://careertech.org/marketing>

HIGHLY Recommended for ALL Marketing YA students

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/ or Degree Major Courses for Marketing, Sales and Service	SAMPLE Occupations Relating to This Career Cluster
EC ONDARY	9	English/ Language Arts I	Algebra I or Geometry	Earth or Life or Physical Science or Biology	State History Geography	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	**Business Essentials **Business Technology Applications	<ul style="list-style-type: none"> ▶ Copywriter/Designer ▶ E-Commerce Director ▶ Entrepreneur ▶ Field Marketing Representative ▶ Forecasting Manager ▶ Interactive Media Specialist ▶ Inventory Manager/Analyst ▶ Logistics Manager ▶ Merchandise Buyer ▶ On-line Market Researcher ▶ Public Relations Manager ▶ Promotions Manager ▶ Retail Marketing Coordinator ▶ Sales Executive ▶ Shipping/Receiving Clerk ▶ Telemarketer ▶ Trade Show Manager ▶ Warehouse Manager ▶ Webmaster
	10	English/ Language Arts II	Geometry or Algebra II	Biology or Chemistry	U.S. History		**Marketing Principles	
	11	English/ Language Arts III	Pre-Calculus or Algebra II	Chemistry or Physics	World History Psychology		Continue courses pertinent to the pathway selected. **Advertising **Sales **Social Media Marketing	
	College Placement Assessments-Academic/Career Advisement Provided							
	12	English/ Language Arts IV	Pre-Calculus or Calculus or Trigonometry or Statistics	Physics or other science course	Government Economics			
Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.								
POST SECONDARY	Year 13	English Composition English Literature	Algebra or Calculus	Lab Science	Economics Psychology	All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	Continue courses pertinent to the pathway selected.	
	Year 14	Speech/ Oral Communication Technical Writing			Sociology Public Policy			
	Year 15	Continue courses in the area of specialization.						
	Year 16							

Career Opportunities

The chart below shows examples of career ladders organized by pathway.

For additional career cluster information, visit <https://careertech.org/career-clusters>.

For additional career information on a specific occupation, visit www.careercruising.com.

Sample Career Specialties/Occupations	<ul style="list-style-type: none"> • Entrepreneurs • Owners • Small Business Owners • Presidents • Chief Executive Officers • Principals • Partners • Proprietors • Franchisees • Independent X's (e.g., distributor) • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Inbound Call Managers • Channel Sales Managers • Regional Sales Managers • Client Relationship Managers • Business Development Managers • Territory Representatives /Managers • Key Account Managers • National Account Managers • Account Executives • Sales Engineers • Sales Executives • Technical Sales Specialists • Retail Sales Specialists (big ticket) • Outside Sales Representatives • Industrial Sales Representatives • Manufacturer's Representatives • Salespersons • Field Marketing Representatives • Brokers • Agents • Field Representatives • Solutions Advisors • Sales/Marketing Associates • Telemarketers/Inside Sales Representatives • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Store Managers • Retail Marketing Coordinators • Merchandising Managers • Merchandise Buyers • Operations Managers • Visual Merchandise Managers • Sales Managers • Department Managers • Sales Associates • Customer Service Representatives • Clerks (e.g., stock, receiving, etc.) • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Advertising Managers • Public Relations Managers • Public Information Directors • Sales Promotion Managers • Co-op Managers • Trade Show Managers • Circulation Managers • Promotions Managers • Art/Graphics Directors • Creative Directors • Account Executives • Account Supervisors • Sales Representatives • Marketing Associates • Media Buyers/Planners • Interactive Media Specialists • Analysts • Contract Administrators • Copywriters • Research Specialists • Research Assistants • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Database Managers • Research Specialists / Managers • Brand Managers • Marketing Services Managers • Customer Satisfaction Managers • (Research) Project Managers • CRM Managers • Forecasting Managers • Strategic Planners, Marketing • Product Planners • Planning Analysts • Directors of Market Development • Database Analysts • Analysts • Research Associates • Frequency Marketing Specialists • Knowledge Management Specialists • Interviewers • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Pathway	Marketing Management	Professional Sales	Merchandising	Marketing Communications	Marketing Research
CCTC/Career Ready Practices	<p>The Common Career Technical Core (CCTC) includes a set of standards for each of the 16 Career Clusters™ and their corresponding Career Pathways that define what students should know and be able to do after completing instruction in a program of study. The CCTC also includes an overarching set of Career Ready Practices that apply to all programs of study. The Career Ready Practices include 12 statements that address the knowledge, skills and dispositions that are important to becoming career ready.</p>				

SOURCES: The States' Career Clusters Initiative, 2017, www.careertech.org/career-clusters