APPENDIX E

MARKETING YOUTH APPRENTICESHIP PROGRAM
USE AND DISTRIBUTION OF THE CURRICULUM

New and current employers should be given at least one set of the complete curriculum package. The curriculum package includes a copy of the **Program Guide, Skill Standards Checklist**, and the **Course Outcome Summary (COS)**. The performance standards on the COS should be highlighted with the employer mentor(s) so that they know HOW to assess the learner for competency evaluation.

All related technical classroom **instructors** will need to be provided with the **Course Outcome Summary (COS)** to see the learning objectives for the related technical classroom instruction. The local Marketing Youth Apprenticeship advisory group should determine the requirements and delivery of the required related technical classroom instruction prior to offering this YA program in the local consortium area. The advisory group should ensure that each learning objective is being taught either at the employer facility, school, and/or technical college.

Recommended Related instruction: Students enrolled into the Marketing Youth Apprenticeship are encouraged to register for the following Wisconsin Technical College System (WTCS) courses while enrolled in the Youth Apprenticeship program: **Marketing Principles (3 credits) 10-104-102.**

Additionally, students may elect to take a traditional high school Marketing course if the course content closely aligns to the following recommended course outline from WI Department of Public Instruction (DPI).

10-104-3 Marketing
Technical Skills Attainment (TSA) Summative Assessment
Crosswalk to Wisconsin Standards for Marketing, Management, and Entrepreneurship (MME)

This crosswalk showcases the knowledge, skills, and dispositions related to marketing program outcomes. There is an understanding that this crosswalk illustrates the continuum of learning from   K – 12 to post-secondary education. In cases where there is an articulation agreement there will be elements of a one to one match of standards.

Criteria	WI Standards for MME Content Area	Performance Indicator	Page #
A. Develop strategies to anticipate and satisfy market needs			
A.1 Conduct a situational analysis	**Market Planning**	**MC1.c.2.m:** List the importance of the situational analysis data. **MC1.c.6.h:** Explain the role of situational analysis in the marketing planning process.	81
A.2 Evaluate the product/service mix, distribution, and pricing strategies	**Product Service Management**	**MC5.j.8.h:** Evaluate product mix.	94
	Channel Management	**MC3.b.7.h:** Select and evaluate channels of distribution.	86
	Pricing	**MC6.d.4.h:** Evaluate pricing decisions.	98
A.3 Select target markets	**Market Planning**	**MC1.b.6.h:** Select target market.	81
A.4 Identify marketing objectives along with related financial requirements	**Strategic Management**	**MGT7.b.3.h:** Monitor achievement of marketing objectives in a school-based enterprise.	116
	Operations	**MF10.c.8.h:** Set financial goals for a marketing or business initiative/project.	78
A.5 Develop marketing strategies and tactics to meet established goals	**Strategic Management**	**MGT7.b.8.h:** Modify marketing strategies based on performance results.	116
A.6 Identify evaluation methods of marketing plan effectiveness	**Market Planning**	**MC1.d.13.h:** Monitor and evaluate performance of marketing plan.	82
A.7 Present marketing plan	**Introduction to Marketing**	**MF1.d.6.h:** Defend the importance of a comprehensive promotional plan and marketing plan to the success of a business.	59

B. Promote products, services, images, and/or ideas to achieve a desired outcome			
B.1 Establish promotional objectives	**Promotion**	**MC7.m.10.h:** Select word-of-mouth strategies appropriate for promotional objectives.	**104**
B.2 Determine target market for a promotional plan	**Market Planning**	**MC1.b.6.h:** Select target market.	**81**
	Product Service Management	**MC5.a.4.m:** Define target market and identify market for selected product.	**90**
B.3 Develop a positioning strategy	**Product Service Management**	**MC5.h.6.h:** Explain the role of customer service in positioning/image. **MC5.h.8.h:** Develop positioning concept/statement for a new product idea. **MC5.i.5.m:** Discuss and describe corporate brand positioning strategies.	**93**
B.4 Determine promotional mix components to fulfill promotional objectives	**Promotion**	**MC7.b.3.m:** Identify the components of the promotional mix.	**99**
B.5 Create the elements of a promotional mix	**Promotion**	**MC7.b.6.h:** Coordinate activities in the promotional mix.	**99**
B.6 Measure the effectiveness of a promotional plan	**Promotion**	**MC7.b.4.m:** Identify ways to assess results of promotional efforts. **MC7.b.7.h:** Evaluate results of promotional efforts in a school-based enterprise. **MC7.b.11.h:** Measure success of promotional efforts.	**99**

C. Evaluate information through the market research process to make business decisions			
C.1 Formulate the market research problem	**Marketing-Information Management**	**MC2.b:** Describe the nature and scope of marketing-research and evaluate its appropriateness for the research problem/issue. **MC2.b.7.h:** Determine the marketing-research problem/issue.	**83**
C.2 Apply marketing research design methodology	**Marketing-Information Management**	**MC2.c:** Design and apply a marketing -research study to ensure appropriateness of data-collection efforts.	**84**
C.3 Collect primary and/or secondary market data	**Marketing-Information Management**	**MC2.c.2.e:** Collect student opinion data. **MC2.c.4.m:** Collect data using surveys. **MC2.c.6.h:** Obtain information from customer databases.	**84**
C.4 Evaluate market research data	**Marketing-Information Management**	**MC2.c.12.h:** Analyze consumer behavior (e.g., media-consumption, buying, etc.).	**84**
		MC2.c.16.h: Interpret qualitative research findings.	**85**
		MC2.d.1.h: Analyze information from suppliers.	**85**
		MC2.d.3.h: Analyze competitors' offerings.	**85**
C.5 Present market research findings, conclusions, and recommendations	**Market Planning**	**MC1.c.8.h:** Present the findings from a competitive analysis.	**82**

D. Prepare selling strategies			
D.1 Analyze customer profiles to meet current and anticipated needs	**Market Planning**	**MC1.b.5.h:** Develop customer/client profiles (demographics, geographics, psychographics, behavioral, etc.).	**81**
D.2 Develop continuous improvement strategies to enhance customer relationships	**Selling and Customer Relations**	**MF6.d:** Explain the nature of customer relationship management to show its contributions to a company. **MF7.d:** Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	
D.3 Demonstrate sales techniques	**Selling and Customer Relations**	**MF7.c.10.h:** Determine sales strategies. **MF7.c.13.h:** Develop a sales demonstration that uses technology. **MF7.b:** Acquire product knowledge to communicate product features and benefits to ensure customer satisfaction. **MF7.b.5.m:** Identify product/service features and benefits. **MF7.b.7.h:** Use acquired product information in a sales situation. **MF7.b.9.h:** Show and tell the main features and benefits of a product/service. **MF7.d.2.e:** Explain the difference between a customer/client excuse and an objection. **MF7.d.7.m:** Generate feedback to overcome objections. **MF7.d.17.h** Close the sale.	**69 – 70**

		MF7.f.2.h: Provide post-sales service.	
		MF7.d.3.e: Explain the importance of suggestion selling.	

Week	Performance Indicators
1	Course Orientation Review of marketing and its importance (MK:001) [p. 5-3] Marketing Functions (MK:002) [p. 5-5]
2	Marketing Functions (MK:002) [p. 5-5] (cont'd) Employment Opportunities in Marketing (PD:024) [p. 5-7] Analysis of Company Resources (CO:057) [p. 5-9]
3	Marketing Strategies (MP:001) [p. 5-11] Market Identification (MP:003) [p. 5-13]
4	Need for Marketing Data (IM:012) [p. 5-15] Data Monitored for Marketing Decision-making (IM:184) [p. 5-17]
5	Writing Business Letters (CO:133) [p. 5-19] Nature and Scope of Selling (SE:017) [p. 5-21] Role of Customer Service in Selling (SE:076) [p. 5-23]
6	Role of Customer Service in Selling (SE:076) [p. 5-23] (cont'd) Customer-service Mindset (CR:004) [p. 5-25] Service Orientation Through Communication (CR:005) [p. 5-27]
7	Adapting Communication to Social/Cultural Differences of Clients (CR:019) [p. 5-29] Customer Inquiries (CR:006) [p. 5-31] Company Selling Policies (SE:932) [p. 5-33]
8	Interpreting Business Policies (CR:007) [p. 5-35] Handling Difficult Customers (CR:009) [p. 5-36] Handling Customer Complaints (CR:010) [p. 5-38]
9	Grades and Standards (PM:019) [p. 5-40] Warranties and Guarantees (PM:020) [p. 5-42]
10	Brand Promise (CR:001) [p. 5-44] Reinforcing Company Image (CR:002) [p. 5-46]
11	Acquiring Product Information (SE:062) [p. 5-48] Analyzing Product Information for Features and Benefits (SE:109) [p. 5-50]
12	Selling Process (SE:048) [p. 5-52] Establishing Customer Relationship (SE:110) [p. 5-54]
13	Determining Customer Needs (SE:111) [p. 5-56] Recommending Specific Product (SE:114) [p. 5-58]
14	Calculating Miscellaneous Charges (SE:116) [p. 5-60] Processing Special Orders (SE:009) [p. 5-62] Processing Telephone Orders (SE:835) [p. 5-64]
15	Nature and Scope of Product/Service Management (PM:001) [p. 5-66] Product Life Cycles (PM:024) [p. 5-68]
16	Product Life Cycles (PM:024) [p. 5-68] (cont'd) Technology in Product/Service Management (PM:039) [p. 5-70] Ethics in Product/Service Management (PM:040) [p. 5-72]
17	Consumer Protection (PM:017) [p. 5-74] Product Mix (PM:003) [p. 5-76]
18	Factors Used to Position Products (PM:042) [p. 5-78] Product Branding (PM:021) [p. 5-80]
19	Corporate Branding (PM:206) [p. 5-83] Nature and Scope of Pricing (PI:001) [p. 5-85]
20	Ethics in Pricing (PI:015) [p. 5-87] Technology in Pricing (PI:016) [p. 5-89] Legal Considerations in Pricing (PI:017) [p. 5-91]
21	Factors Affecting Pricing Decisions (PI:002) [p. 5-93] Nature and Scope of Channel Management (CM:001) [p. 5-95]
22	Customer Service and Channel Management (CM:002) [p. 5-97] Channels of Distribution (CM:003) [p. 5-99]

23	Technology in Channel Management (CM:004) [p. 5-101] Legal Considerations in Channel Management (CM:005) [p. 5-103] Ethical Considerations in Channel Management (CM:006) [p. 5-105]
24	Writing Informational Messages (CO:039) [p. 5-107] Role of Promotion (PR:001) [p. 5-109]
25	Types of Promotion (PR:002) [p. 5-111] Promotional Mix (PR:003) [p. 5-113]
26	Ethics in Promotion (PR:099) [p. 5-115] Technology in Promotion (PR:100) [p. 5-117] Regulation of Promotion (PR:101) [p. 5-119]
27	Types of Advertising Media (PR:007) [p. 5-121] Word of Mouth Channels (PR:247) [p. 5-123] Direct Marketing Channels (PR:089) [p. 5-125]
28	Sales Promotion Channels (PR:249) [p. 5-127] Public-relations Channels (PR:250) [p. 5-129]
29	Writing Inquiries (CO:040) [p. 5-131] Nature and Scope of Marketing-information Management (IM:001) [p. 5-133]
30	Ethics in Marketing-Information Management (IM:025) [p. 5-135] Technology in Marketing-Information Management (IM:183) [p. 5-137] Regulation of Marketing-Information Management (IM:419) [p. 5-139]
31	Nature of Marketing Research (IM:010) [p. 5-141] Nature of Marketing Research Problems/Issues (IM:282) [p. 5-144]
32	Marketing Research Design Methods (IM:284) [p. 5-146] Options for Obtaining Marketing-research Data (IM:281) [p. 5-148]
33	Nature of Sampling Plans (IM:285) [p. 5-150] Data-collection Methods (IM:289) [p. 5-152]
34	Characteristics of Effective Data-collection Instruments (IM:418) [p. 5-153] Types of Rating Scales (IM:286) [p. 5-156]
35	Factors in Building a Clientele (SE:828) [p. 5-158] Ethics in Selling (SE:106) [p. 5-160]
36	Technology in Selling (SE:107) [p. 5-162] Selling Regulations (SE:108) [p. 5-164] Course Evaluation

Additional related dual credit-courses should also be considered for related technical instruction. Note: Not all WTCS schools offer the same marketing coursework and articulation opportunities.

Name Course	Aligned Pathway
Advanced Marketing 10-104-160	Marketing Management, Multiple
Apparel Marketing 10-104-124	Merchandising
Brand Development 10-104-182	Marketing Communications, Research
Event Marketing 10-104-125	Multiple
Fashion Analysis 10-104-140	Merchandising
Principles of Interior Design 10-304-100	Merchandising
Principles of Sales 10-104-154	Professional Sales
Retailing 10-104-127T	Merchandising, Research
Social Media Campaigns 10-104-124	Marketing Communications
Sports and Event Marketing 10-104-109T	Multiple

At the beginning of the Marketing YA program, **student learners** should receive a copy of the **Skill Standards Checklist** and the applicable pages from the **Course Outcome Summary (COS)** to review with their instructor(s) **and** worksite mentor(s). This is the opportunity for instructors and mentors to highlight the worksite experiences, related technical classroom instruction, and assessments that will occur. In a performance-based curriculum successful learning is enhanced when the learners have the opportunity to review what will be expected of them in advance of the lessons.

It is recommended that a portfolio be prepared for EACH learner. The learner should be given the responsibility for maintaining this documentation and making it available to the instructor and/or worksite mentor for recording performance assessments.

When the performance criteria are completed successfully, the learner achievement level information must be recorded on the **Skill Standards Checklist**. The completed Skill Standards Checklist is the piece of documentation required by DWD to issue the Certification of Occupational Proficiency.