# Advanced Marketing - Workplace Experience Course No. 12199 Credit: 1.0

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| --- | --- | --- | --- |
| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing—Workplace Experience courses provide students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace. The student will complete a Work-Based Learning Personalized Learning Plan and place artifacts that demonstrate work experience and technical and employability skill development in the student’s IPS electronic portfolio.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Interpersonal Skills: Examine and employ interpersonal skills in making informed decisions to continue business operations.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Demonstrate the ability to build successful relationships with clients/customers. |  |
| 1.2 | Participates in development programs, civic meetings, conferences, functions, industry trade associations, and other community based programs. |  |
| 1.3 | Develops and maintains professional working relationships. |  |

## Benchmark 2: Communications: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Apply verbal skills when obtaining and conveying information. |  |

## Benchmark 3: Communications: Use correct grammar, punctuation and terminology to write and edit documents.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information effectively. |  |
| 3.2 | Demonstrate proficiency in sharing & collaborating with online documents. |  |

## Benchmark 4: Communications: Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop and deliver oral presentations to provide information for specific purposes. |  |
| 4.2 | Demonstrate ability to post presentations online. |  |

## Benchmark 5: Professional Knowledge: Demonstrate professional skill and/or knowledge in areas of the marketing industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Demonstrate knowledge of the understanding of marketing concepts |  |
| 5.2 | Apply the concepts of the Four Ps of product, price, place and promotion. |  |
| 5.3 | Demonstrate ability to collect and analyze feedback from presentations or other marketing activities. |  |

## Benchmark 6: Professional Knowledge: Demonstrate Product Development Research Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Implement and conduct market research. |  |
| 6.2 | Develop branding and position for a product/client. |  |  |  |  |

## Benchmark 7: Technical Skills: Demonstrate technical knowledge and skills.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Utilize knowledge and skills to perform job duties to industry standards. |  |

## Benchmark 8: Technical Skills: Demonstrate high aptitude for marketing

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Implement lateral thinking. |  |
| 8.2 | Implement the ability to analyze scenarios and draw suitable conclusions. |  |

## Benchmark 9: Problem Solving & Decision Making: Assess the marketing implication of a complicated business structure.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Develop personalized solutions for a client. |  |

## Benchmark 10: Problem Solving & Decision Making: Connect and analyze information for sound decision making.

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Gather, organize, summarize and analyze data within prescribed timeframes. |  |
| 10.2 | Analyze ROI for promotion plan. |  |
| 10.3 | Analyze stage of product life cycle. |  |
| 10.4 | Review, examine and prepare documents and projections. |  |
| 10.5 | Recommend corrective action when necessary based on acquired knowledge and observation of best practices in the industry while maintaining confidentiality. |  |

## Benchmark 11: Information technology tools: Employ technological tools to expedite workflow.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Use information technology tools to manage and perform work responsibilities. |  |

## Benchmark 12: Information technology tools: Operate writing and publishing applications to prepare business communications.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 12.1 | Prepare simple documents and other business communications. |  |

## Benchmark 13: Employablility & Career Development: Explore, obtain, and develop strategies for ensuring a successful business career.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 13.1 | Develop personal traits and behaviors to foster career advancement. |  |
| 13.2 | Demonstrate employability/career success skills. |  |

## Benchmark 14: Employablility & Career Development: Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 14.1 | Create the standards and qualifications that must be met in order for entering a career. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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