

SEACOAST SCHOOL OF TECHNOLOGY
Student Competency Profile
Marketing Technologies – CIP 521401

Student: _____

YOG/Completed Program:

 Sandra Flannigan Khawatmi, Instructor

 Margaret E. Callahan, Principal

Technical Competencies & Performance Indicators

Understands aspects of and approaches to effective personal management.
1. Demonstrate personal effectiveness by: <ul style="list-style-type: none"> • Honestly appraising own performance and self-reflecting to make improvements; • Seeking feedback and being open to the views and opinions of others; • Being aware of when it is appropriate to multi-task and when to maintain a work environment that is free from personal distraction; • Taking ownership for personal success and success of the company (innovation, initiative, creative problem solving); • Being aware of the evolving needs of the business and responding appropriately(adapt behavior);and • Maintaining professional demeanor (judgement, being on time, attire, time management, etc.).

Understands the importance of fostering leadership and teamwork and the different roles in a team.
2. Demonstrate team and leadership skills by: <ul style="list-style-type: none"> • Supporting and encouraging other team members; • Proactively sharing information with the team ; • Working towards the achievement of team goals and organizational goals; • Considering the wider impact of their decisions and actions; • Understanding the interpersonal dynamics of a remote work environment; • Being aware of their responsibilities as a team member and evaluating their changing role within the team; • Adapting to a variety of teams and groups within the company • Being aware of how to work with people from

different backgrounds (socioeconomics, generational, cultural, etc.); and <ul style="list-style-type: none"> • Knowing the different roles and functions of managers and leaders.
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Understands the concepts, processes, systems, strategies and tools used in the industry. Foundations: Economics, Communications, Strategic Management
3. Conduct all business operations with an awareness of pertinent laws and regulations and a personal code of ethics.
4. Demonstrate the ability to accurately apply mathematical functions and interpret related data to solve marketing related problems.
5. Examine and analyze economic trends.
6. Discuss the advantages and disadvantages of taking a business global to determine the rewards and risks.
7. Obtain and convey ideas and information in marketing to facilitate business operations by: <ul style="list-style-type: none"> • Demonstrating strong verbal communication and presentation skills; • Knowing the difference between informal voice vs professional voice; • Tailoring their message for your audience and method of communication (verbal, formal report , electronic) ; and • Being able to locate resources.

Understands the concepts, processes, systems, strategies and tools used in the industry. Functions: Marketing Information, Channel Management, Product Service, Selling & Customer Relations, Promotion, Pricing, Human Resource
8. Know the basic concepts/ applications of digital marketing channels and be aware of what is trending/up- and- coming.
9. Research, interpret, and assess marketing data and its validity in making business decisions.

10. Analyze and assess marketing information systems used in research and consumer marketing (product development or improvement, pricing, packaging, distribution, media selection, and promotion) to make informed business decision by: <ul style="list-style-type: none"> Identifying industry/economic trends; Analyzing market needs and opportunities; and Anticipating market changes.
11. Identify, select, monitor, and evaluate sales channels.
12. Develop, maintain, and improve product or service in response to market feedback by: <ul style="list-style-type: none"> Employing product –mix strategies; and Planning product/service activities to facilitate product development.
13. Explain the benefits of building a positive relationship with customers and its impact on a business (company image, branding, build sales, etc.).
14. Explain the selling processes to determine client needs and wants through personalized communication that influences purchase decisions and enhances future business opportunities.
15. Use current and evolving technology that allows companies to streamline, automate, and measure marketing tasks and workflows (CRM, omni channel, automation, data insight). <ul style="list-style-type: none"> Know the depth of social media as a business application.
16. Develop a marketing plan by researching market trends, demographics, pricing strategies, and other relevant information (project management).
17. Identify, select, monitor, and evaluate sales channels to minimize costs and maximize effectiveness.
18. Explain the role of promotion as a marketing function by: <ul style="list-style-type: none"> Generating product ideas; Using product mix strategies; and Communicating with targeted audiences to achieve a desired outcome (advertising, personal selling, publicity, public relations).
19. Explain factors affecting pricing decisions by: <ul style="list-style-type: none"> Describing and applying pricing strategies to determine optimal prices; and Assessing pricing strategies to identify needed changes and to improve profitability.
20. Describe the role and function of human resources management and laws/regulations within a company.
21. Describe and demonstrate the strategic planning processes within an organization.
22. Identify the resources and steps needed for a business venture (growth, development, demise), including: <ul style="list-style-type: none"> What does it mean to be an entrepreneur?

Demonstrate understanding of the necessary employability and career readiness skills in order to achieve success in today's workplace.	
23. Identify and explain all aspects of the marketing industry (employer expectations, occupational information, current and projected employment, job options, postsecondary options, etc.).	
24. Apply knowledge of career-planning strategies and skills related to job search, preparing for an interview, and job acquisition.	

Rating Scale

1. No Exposure
2. Novice – Learner requires significant supervision.
3. Proficient – Learner demonstrates skills regularly.
4. Mastery – Learner demonstrates skills numerous times without supervision

Career Ready Practices (CRP)

1. Demonstrate creativity and innovation.
2. Model integrity, ethical leadership and effective management.
3. Attend to personal health and financial well-being.
4. Consider the environmental, social and economic impacts of decisions.
5. Act as a responsible and contributing citizen and employee.
6. Communicate clearly, effectively, and with reason.
7. Apply appropriate academic and technical skills.
8. Employ valid and reliable research strategies.
9. Use technology to enhance productivity.
10. Work productively in teams while using cultural/global awareness.
11. Utilize critical thinking to make sense of problems and persevere in solving them.
12. Plan education and career path aligned to personal growth.

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