

Marketing: Employability Knowledge and Skill Statements with Suggested Performance Indicators

Adhere to workplace practices E-01

- A** Explain and follow workplace standards, rules, and regulations E-01.A
- B** Show up on time and prepared to work E-01.B
- C** Demonstrate the ability to take direction, be proactive, and work independently E-01.C

Exhibit personal responsibility and accountability E-02

- A** Apply professional and ethical standards of the industry to personal conduct E-02.A
- B** Maintain integrity and promote personal and professional integrity in co-workers E-02.B
- C** Take responsibility and carry out work assignments E-02.C

Practice cultural competence E-03

- A** Demonstrate awareness of issues related to diversity, equity, and inclusion E-03.A
- B** Work effectively with colleagues of differing abilities, cultures, and backgrounds E-03.B
- C** Describe issues relating to workplace harassment E-03.C
- D** Model behaviors that are respectful and sensitive of others E-03.D

Demonstrate teamwork and conflict resolution E-04

- A** Demonstrate the ability to collaborate and contribute to the work of a diverse team E-04.A
- B** Explain when it is appropriate to lead and when to follow another's lead E-04.B
- C** Demonstrate strategies for resolving issues with coworkers E-04.C

Communicate clearly and effectively E-05

- A** Listen attentively, and speak and write clearly to convey information correctly E-05.A
- B** Interpret information and instructions presented in verbal and written form E-05.B
- C** Demonstrate effective communication with colleagues, supervisors, customers, and suppliers E-05.C
- D** Demonstrate the ability to communicate verbally, in writing, and using electronic communication tools E-05.D

Employ critical thinking to solve problems E-06

- A** Recognize problems in the workplace and diagnose their root causes E-06.A
- B** Develop well-reasoned plans to solve identified challenges E-06.B
- C** Apply and follow through on plans to ensure that problems are resolved E-06.C

Demonstrate creativity and innovative thinking E-07

- A** Develop ideas to solve problems in new and different ways E-07.A
- B** Investigate one's own and others' ideas to find those with greatest applicability E-07.B
- C** Develop and deploy plans to implement new ideas in the workplace E-07.C

Demonstrate fluency in workplace technologies E-08

- A** Demonstrate knowledge and application of general technology skills, including hardware and software commonly used in the industry E-08.A
- B** Use online communication, networking tools and social networks to access, manage, evaluate, and create information to successfully function in a knowledge economy E-08.B
- C** Describe and demonstrate a fundamental understanding of the ethical, legal, and security issues surrounding access to and use of information technologies E-08.C

Plan, organize, and manage work E-09

- A** Identify an intended project outcome including available inputs, materials, labor, timeline for producing work, and job-site obligations E-09.A
- B** Effectively plan, monitor, and complete projects on time and within budget using available resources and materials E-09.B
- C** Demonstrate ability to write coherent reports and project summaries to communicate the progress of project work and its adherence to schedule E-09.C

Make informed career decisions E-10

- A** Identify job and entrepreneurial opportunities in the industry and the required education and credentials to obtain employment E-10.A

B Set short- and long-term career goals based on personal interests and aptitudes E-10.B

C Maintain a project portfolio E-10.C

D Develop a professional resume E-10.D

E Explain and demonstrate how to cultivate and maintain a professional presence in an online environment, including the appropriate use of social media and networking platforms E-10.E