Oregon CTE

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

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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

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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