

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