# Marketing - Workplace Experience Course No. 12198 Credit: 0.5/1.0

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

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Level Course:** 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. Comprehensive - Students can take Marketing Workplace Experience as a year-long course for a more in-depth study of the marketing industry.

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: Focused Partnerships

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Enhance Individual Plan of Study (IPS). |  |
| 1.2 | Complete a Work-Based Learning Personalized Learning Plan. |  |

## Benchmark 2: Relevant Work-based Experiences

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Develop career competencies to enhance employability and advancement in the marketing field. |  |
| 2.2 | Develop good work habits and attitudes necessary to become a responsible employee at school and the work site. |  |
| 2.3 | Apply knowledge and technical skills related to current trends in industry. |  |
| 2.4 | Create and maintain effective and productive work relationships. |  |

## Benchmark 3: Student Perceptions

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Assess abilities, interest, aptitudes, preferences, personalities, and attitudes in regards to a career choice. |  |
| 3.2 | Interpret and apply standard workplace policies. |  |
| 3.3 | Compile evidence of work experience and technical skill development. |  |
| 3.4 | Demonstrate the twelve identified Career Ready Practices (Cross-walked with Employability Skills/Career Success Skills). |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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