



Marketing Occupational Pathways

Youth Apprenticeship

MARKETING COMMUNICATIONS

Marketing communications Youth apprentices help plan and implement programs to generate interest in products or services.

Length of Apprenticeship: One year

***Bridging**

MARKETING MANAGEMENT/LEADERSHIP

Marketing Management/Leadership youth apprentices help plan and coordinate activities that help a marketing team run efficiently.

Length of Apprenticeship: One year (prerequisite Marketing, Communications, Merchandising or Professional Sales)

***Bridging**

MARKETING RESEARCH/COMPETITIVE INTELLIGENCE

Marketing Research/Competitive Intelligence youth apprentices study market conditions to examine potential sales of a product or service.

Length of Apprenticeship: One year (prerequisite Marketing Communications, Merchandising, or Professional Sales)

***Bridging**

MERCHANDISING

Merchandising youth apprentices sell merchandise to consumers. In addition, they work with merchandising displays and maintain product inventory.

Length of Apprenticeship: One year

***Bridging**

PROFESSIONAL SALES

Professional Sales youth apprentices carry out sales and sales-related activities on behalf of a business. Youth apprentices determine customer needs, communicate product information and handle sales transactions.

Length of Apprenticeship: One year

***Bridging**

Key: *Bridging indicates a Registered Apprenticeship bridge does not exist; one may be developed.

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