

Marketing and Entrepreneurship Competency Profile



Marketing Principles

- Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings
- Describe principles of marketing, marketing functions and the factors influencing their effectiveness
- Apply the concepts and determine the strategies needed to communicate information about products, services, images or ideas to achieve desired outcomes that support organizational goals and objectives
- Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration
- Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications
- Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations
- Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client relationships
- Apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness
- Apply tools, processes and procedures to manage the efficient and effective use of technology to achieve organizational goals
- Relate factors impacting international business to internal business operations, practices and strategies
- Utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences
- Plan and control marketing communications activities consistent with brand guidelines, organizational and departmental strategies and marketing plans and budgets
- Apply the concepts and strategies needed to determine and adjust prices to maximize return and meet customers or clients' perception of value
- Implement planning tools to guide organization's or department's activities
- Apply the principles and concepts used to align organizational and departmental strategies with tactical execution plans

Management Principles

- Describe business management practices and their contributions to goal achievement and organizational success
- Apply foundational business skills and tools to identify risks and seize opportunities related to the achievement of business objectives
- Design, implement, and manage quality-control processes to minimize errors, expedite workflow, and achieve performance objectives at a reasonable cost, using continuous improvement techniques
- Plan, manage, monitor, and control projects to improve workflow, minimize costs, and achieve intended project outcomes using planning and project-management tools
- Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance

- Interpret, apply and communicate an organization's ethics and social responsibility policies and code of conduct in routine and ambiguous situations
- Institute and evaluate information management tools, policies, procedures and strategies to achieve business unit and organizational goals
- Implement planning tools to guide organization's or department's activities
- Identify and administer strategies, policies, activities and procedures to promote employee satisfaction, engagement and retention and to minimize costs
- Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals

Strategic Entrepreneurship

- Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations
- Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment
- Relate business functions to business models, business strategies and organizational goal achievement
- Relate principles and concepts of applied economics to business models, business activities and organizational goal achievement
- Relate factors impacting international business to internal business operations, practices and strategies
- Generate, screen and develop ideas into new products and services that can be commercialized
- Apply tools, strategies, and systems to plan and monitor the use of financial resources
- Apply policies, procedures and strategies to obtain the best qualified candidates for job positions in union and non-union environments while minimizing associated costs
- Plan, maintain, and monitor property and equipment to facilitate ongoing business activities
- Adapt to, manage, and create change initiatives in an organization to accomplish organizational objectives
- Apply strategies, policies and procedures to orient new hires and provide growth opportunities to engage new and existing union and non-union employees in the workplace

Digital Marketing and Management

- Apply tools, strategies and processes to plan, create, implement, monitor and evaluate social media communications to support corporate brand and strategy
- Monitor daily social media analytics to gauge success of social media efforts and initiatives
- Apply qualitative and quantitative research methods, techniques and tools to gather, synthesize, evaluate and disseminate information about a specified problem, issue or opportunity for use in making business decisions that achieve organizational goals and objectives
- Apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness
- Apply branding techniques and methods to acquire position in the minds of internal and external customers that is consistent with organizational goals and objectives
- Determine client needs, wants and fears; respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities
- Apply the concepts, systems and tools needed to gather, synthesize, evaluate and disseminate marketing information for use in making business decisions that achieve organizational goals and objectives