



NEVADA LABOR COMMISSIONER  
NEVADA STATE APPRENTICESHIP COUNCIL  
2023 Non-Joint Standards of Apprenticeship

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## Appendix A

### WORK PROCESS SCHEDULES AND RELATED INSTRUCTION OUTLINE

*TrainTheTrades, LLC*

**Market Research Analyst and Marketing Specialist**

**O\*NET-SOC CODE:   13-1161.00   RAPIDS CODE:   3026**

APPROVED BY  
THE NEVADA LABOR COMMISSIONER AND THE NEVADA STATE APPRENTICESHIP COUNCIL

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**Toni Giddens, Nevada State Apprenticeship Director**

REGISTRATION DATE:   6/18/24  

RAPIDS PROGRAM ID NUMBER:   3026  

DEVELOPED IN COOPERATION WITH THE  
THE NEVADA LABOR COMMISSIONER, THE NEVADA STATE APPRENTICESHIP COUNCIL AND  
THE U.S. DEPARTMENT OF LABOR

## Appendix A

### WORK PROCESS SCHEDULE

This schedule is attached to and a part of these Standards for the above identified occupation.

#### 1. TYPE OF OCCUPATION

Time-based                       Competency-based                       Hybrid

#### 2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position. 1) If the program uses a time-based approach, requires the completion of not less than 2,000 hours of [work experience,] on-the-job learning, consistent with training requirements as established by practice in the trade; (2) If the program uses a competency-based approach, specify the skills that must be demonstrated by an apprentice and address how on-the-job learning will be integrated into the program; or (3) If the program uses a hybrid approach, specify the skills that must be acquired and the minimum number of hours of on-the-job learning that must be completed by an apprentice.

This would be expected to occur within approximately **2000** hours (must be at least 2,000 hours) of OJL, supplemented by the minimum of 144 hours of related instruction per year of the apprenticeship.

#### 3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journey worker/fully trained worker ratio is: 1\_ apprentice(s) to journey worker/fully trained worker(s).

#### 4. APPRENTICE WAGE SCHEDULE

An apprentice minimum starting wage will be at least \$ **14** per hour. Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journey worker/fully trained worker wage. A journey worker/fully trained worker minimum wage will be at least \$ **29**.

##### 1-Year Term Example:

1<sup>st</sup>                      6 months = % or \$                      2<sup>nd</sup>                      6 months = % or \$

Periodic review and evaluation of the apprentice's on-the-job learning and related technical instruction will be conducted in alignment with the wage schedule established.

**5. WORK PROCESS SCHEDULE** (See attached Work Process Schedule)

The sponsor may modify the work processes to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

**6. RELATED INSTRUCTION OUTLINE** (See attached Related Instruction Outline)

The sponsor may modify the related instruction to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

**Appendix A**

**WORK PROCESS SCHEDULE**

The term of the occupation shall be defined by the attainment of all competencies, both technical and behavioral, of the position, which would be expected and approximated to occur within **2000** hours of OJL, supplemented by a minimum of 144 hours of related instruction per year of apprenticeship.

**Apprenticeship Competencies – Technical**

<b>Item</b>	<b>Work Processes</b>	<b>Approx. Hours</b>
A	Prepare reports of findings, illustrating data graphically and translating complex findings into written text.	200
B	Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand	150
C	Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.	180
D	Measure and assess customer and employee satisfaction.	120
E	Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.	150
F	Measure the effectiveness of marketing, advertising, and communications programs and strategies.	180
G	Seek and provide information to help companies determine their position in the marketplace.	150
H	Forecast and track marketing and sales trends, analyzing collected data.	200
I	Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.	180
J	Monitor industry statistics and follow trends in trade literature.	150
K	Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.	130
L	Direct trained survey interviewers.	130
M	Develop and implement procedures for identifying advertising needs.	150
N		
O		
P		
Q		
	<b>Total hours (approximate)</b>	<b>2070</b>

The above on-the-job-learning (OJL) work process competencies are intended as a guide. It need not be followed in any sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes, which are a part of the industry. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

**Apprenticeship Competencies – Behavioral**

In addition to mastering all the essential technical competencies, an apprentice must consistently demonstrate at an acceptable level the following behavioral competencies, to complete the apprenticeship.

<b>Item #</b>	<b>Behavioral Competencies</b>
1.	Participation in team discussions/meetings
2.	Focus in team discussions/meetings
3.	Focus during independent work
4.	Openness to new ideas and change
5.	Ability to deal with ambiguity by exploring, asking questions, etc.
6.	Knows when to ask for help
7.	Able to demonstrate effective group presentation skills
8.	Able to demonstrate effective one-on-one communication skills
9.	Maintains an acceptable attendance record
10.	Reports to work on time
11.	Completes assigned tasks on time
12.	Uses appropriate language
13.	Demonstrates respect for patients, co-workers, and supervisors
14.	Demonstrates trust, honesty, and integrity
15.	Requests and performs work assignments without prompting
16.	Appropriately cares for personal dress, grooming and hygiene
17.	Maintains a positive attitude
18.	Cooperates with and assists co-workers
19.	Follows instructions/directions
20.	Able to work under supervision
21.	Able to accept constructive feedback and criticism
22.	Able to follow safety rules
23.	Able to take care of equipment and workplace
24.	Able to keep work area neat and clean
25.	Able to meet supervisor's work standards
26.	Able to not let personal life interfere with work
27.	Adheres to work policies/rules/regulations

**RELATED INSTRUCTION OUTLINE**

The related instruction has been developed in cooperation with employer-partners as part of the apprenticeship. The following is a set of courses to be delivered by subject matter experts.

Related Technical Instruction (RTI) - This instruction shall include, but not be limited to, at least 144 hours per year for each year of the apprenticeship. The related theoretical education listed below is tightly integrated with real work product. The curriculum is defined as a variety of classes, around which the exams and projects are based. By defining the RTI this way, all competencies required of the students are met, through project work.

<b>COURSE TOPICS</b>	<b>HOURS</b>
<b>A. Introduction to Market Research and Analysis</b>	# 12
<b>B. Data Collection and Analysis</b>	# 12
<b>C. Consumer Behavior and Demographics</b>	# 12
<b>D. Market Segmentation and Targeting</b>	# 24
<b>E. Marketing Strategy and Campaign Analysis</b>	# 24
<b>F. Customer and Employee Satisfaction</b>	# 12
<b>G. Proposal Writing and Presentation Skills</b>	# 24
<b>H. Practical Application and Case Studies</b>	# 24

**COURSE TOPIC DESCRIPTIONS**

- A. Description #1/A.- The purpose of this 12-hour virtual training is to provide career changers with a comprehensive understanding of market research and analysis. Through interactive sessions and practical exercises, participants will learn the importance of data collection, analysis, research methodologies, industry statistics, and ethical considerations in market research, ultimately equipping them with the essential skills for effective market research and analysis.
  
- B. Description #2/B.- The purpose of this training is to provide participants with a comprehensive understanding of the different types of data sources, how to develop effective data collection methods and tools, principles of survey design and implementation, quantitative and qualitative data analysis techniques, and data visualization and reporting for market research.

C. Description #3/C.- The purpose of this training is to provide a comprehensive understanding of consumer behavior, demographics, and market research, and to equip participants with the knowledge and skills to develop effective marketing strategies based on data-driven insights.

D. Description #4/D.- The purpose of this 24-hour virtual training session is to provide participants with a comprehensive understanding of market segmentation and targeting, including the importance, benefits, and strategies involved. It also aims to equip them with practical experience in market research and analysis.

E. Description #5/E.- This training aims to provide participants with a comprehensive understanding of marketing strategy, campaign analysis, competitor strategies, market trends, and market research, in order to apply these skills to achieve personal growth in their careers.

F. Description #6/F.- This training program aims to equip participants with the necessary knowledge and skills to understand, measure, interpret, and improve customer and employee satisfaction. It also includes market research and analysis basics to support satisfaction initiatives.

G. Description #7/G.- The purpose of this training is to provide participants with the foundational knowledge and practical experience needed to excel in market research and analysis, as well as in crafting compelling marketing proposals and delivering effective presentations.

H. Description #8/H.- The purpose of this training is to provide a comprehensive understanding of market research and analysis, data collection methods, data analysis, and practical application of market research, as well as mentorship and guidance for marketing projects and presentation skills.

**SECTION 27 - OFFICIAL ADOPTION OF APPRENTICESHIP STANDARDS**

**TrainTheTrades, LLC hereby adopts these standards of apprenticeship.**

*Sponsor(s) designate the appropriate person(s) to sign the standards on their behalf.*

*Jacqueline Grant*  
**Signature of Sponsor (designee)**

**Date:** 6/18/24

*Jacqueline Grant, Founder and Director*  
**Type Name & Title**