

**APPRENTICESHIP OJT AND RELATED TRAINING INSTRUCTION (RTI)
INFORMATION CHECK LIST**

APPRENTICESHIP TITLE: TrainTheTrades Marketing Apprentice Program/ Government Business Development Specialist

CURRICULUM TITLE: Market Research Analyst and Market Specialist

DOT NUMBER: 13-1161.00

OJT HOURS: 2000

144 Total Hours of Related Instruction Per Year

Type of Related Instruction:

- | | |
|--|---|
| <input type="checkbox"/> Correspondence | <input type="checkbox"/> Outside Contract Instruction |
| <input type="checkbox"/> Regular College Course | <input type="checkbox"/> Other (Please explain in summary comments) |
| <input checked="" type="checkbox"/> Course Taught by Trade Instruction | |

Subjects to be Taught During Program:

- | | |
|---|---|
| 1. <u>Please see attachment for curriculum: **</u> | 6. <u>Marketing Strategy and Campaign Analysis</u> |
| 2. <u>Introduction to Market Research and Analysis
Data Collection and Analysis</u> | 7. <u>Customer and Employee Satisfaction
Proposal Writing and Presentation Skills</u> |
| 3. <u>Consumer Behavior and Demographics</u> | 8. _____ |
| 4. <u>Market Segmentation and Targeting</u> | 9. <u>Practical Application and Case Studies</u> |
| 5. _____ | 10. <u>Additional Materials and Resources</u> |

SOURCE(S) OF TRAINING MATERIAL (Title and Publisher):

TrainTheTrades Marketing
Body of Knowledge by
Jacqueline Grant, MBA, PMP,
AEC, SPOC, SMC, SCT Publisher, TrainTheTrades, LLC

Instruction Location:

- | | |
|---|--|
| <input type="checkbox"/> Apprenticeship Training Center | <input type="checkbox"/> College Campus |
| <input type="checkbox"/> Worksite After Hours | <input checked="" type="checkbox"/> Home |
| <input type="checkbox"/> Other (Please explain in summary comments) | |

Please Designate Length of Related Instruction Program 1 year
(Example: 3 Yrs., 4 Yrs.)

Submitted by: Jacqueline Grant

ADDENDUM

Includes:

- **Marketing Apprentice Program/Course Description**
- **Course Goals, Objectives and Activities**
- **Criteria For Measuring Student Achievement**
- **Marketing Apprentice Program Curriculum**

PROGRAM DESCRIPTION:

Title: Marketing Research Analyst and Marketing Specialist Apprenticeship Program

Course Description:

The Marketing Research Analyst and Marketing Specialist Apprenticeship Program offers comprehensive training in the core competencies necessary to excel in the dynamic field of marketing research and analysis. Apprentices will develop well-rounded expertise in collecting, analyzing, and translating data essential to drive strategic decision-making and advance marketing initiatives. This hands-on program covers proficiency in numerous related occupations, emphasizing both precision in detail and the ability to provide clear, evidence-based insights and analysis.

From preparing reports of findings with graphically illustrated data to evaluating customer demographics, preferences, and buying habits, apprentices will master the skills required to identify potential markets, assess product demand, and implement effective marketing strategies. Additionally, apprentices will learn to measure customer and employee satisfaction, devise methods for data collection, and evaluate the effectiveness of marketing and advertising campaigns to stay ahead of industry trends.

The program also delves into the vital skills of market trend forecasting, competitor analysis, and an in-depth understanding of industry statistics. Apprentices will also cover the art of crafting and delivering comprehensive marketing proposals at staff conferences and developing procedures to identify and address advertising needs.

Throughout the program, apprentices will adopt an active and authoritative writing style, utilizing American English language preferences with concise, logical, and well-structured arguments. The emphasis on accuracy, reliability, and thoroughness will be reinforced, ensuring the program provides a foundation of excellence and professionalism in the practice of marketing research and analysis.

COURSE GOALS, OBJECTIVES AND ACTIVITIES

Course Goals:

1. Develop apprentices' proficiency in conducting comprehensive marketing research and analysis to support effective decision-making in various industry settings.
2. Equip apprentices with the skills necessary to collect, analyze, and interpret consumer data, trends, and market conditions, achieving a thorough understanding of target audiences and market dynamics.
3. Cultivate apprentices' ability to produce professional, data-driven reports and proposals showcasing clear, concise, and graphically-illustrated findings to guide marketing and managerial

strategies with precision and impact.

Course Objectives:

1. Demonstrate mastery in identifying market trends, analyzing consumer behaviors, and evaluating effectiveness of marketing communication strategies through hands-on research activities and case studies.
2. Develop expertise in survey methods, opinion polls, and questionnaires to obtain and interpret data, gaining the capability to measure and assess customer and employee satisfaction.
3. Strengthen competencies in monitoring industry statistics and identifying market trends through critical review of trade literature, ensuring proactive decision-making and strategic foresight.
4. Refine presentation skills and the ability to deliver compelling proposals through active participation in simulated staff conferences, presenting information and proposals concerning the promotion, distribution, design, and pricing of company products and services.
5. Institute procedures for identifying specific advertising needs, emphasizing the development and implementation of optimal marketing strategies.

Course Activities:

1. Role-playing exercises for conducting consumer surveys and focus groups to assess preferences and needs, simulating realistic market research scenarios.
2. Case studies and group discussions to analyze and interpret industry statistics, market trends, and competitor data, applying evidence-based findings to formulate strategic recommendations.
3. Presentation workshops focused on developing and delivering well-structured marketing proposals, emphasizing clarity, conciseness, and data-driven arguments.
4. Interactive sessions for devising and evaluating methods and procedures for collecting data, such as surveys, opinion polls, and questionnaires, providing practical experience in data collection strategies.
5. Collaborative projects to forecast and track marketing and sales trends, analyzing collected data to measure the effectiveness of marketing and advertising campaigns.
6. Simulated interviews and supervision exercises to manage survey interviewers and direct their training effectively.
7. Scenario-based tasks for developing and implementing procedures to identify advertising needs, focusing on real-world application and strategic thinking.
8. Written assignments involving the preparation of professional, evidence-based reports and documents to illustrate marketing research findings and strategies with precision and clarity.

CRITERIA FOR MEASURING STUDENT ACHIEVEMENT

The criteria for measuring student achievement in the Marketing Research Analyst and Marketing Specialist Apprenticeship Program should encompass:

1. Proficiency in conducting comprehensive marketing research and analysis, evidenced through the ability to collect, interpret, and present data to support strategic decision-making.
2. Mastery in analyzing consumer behaviors, market trends, and market conditions through the application of evidence-based findings to solve real-world marketing challenges.
3. Demonstrated capabilities in producing professional, graphically-illustrated reports and proposals, showcasing clear, concise, and insightful findings to guide marketing and managerial strategies with precision and impact.
4. Excellence in survey methodology and data collection, validated by the ability to measure and assess customer and employee satisfaction effectively.
5. Competency in monitoring industry statistics, identifying market trends, and translating findings into actionable insights, ensuring adeptness in forward-thinking decision-making.
6. Skill in delivering compelling and data-driven presentations, demonstrated through participation in simulated staff conferences, effectively communicating marketing strategies and proposals.

The measurement of student achievement will be contingent on the application of logical and well-structured arguments, supported by evidence and data to demonstrate accuracy, reliability, and thoroughness in the analysis of marketing research and analysis.

MARKETING APPRENTICE PROGRAM CURRICULUM

TrainTheTrades Marketing Apprentice Program Curriculum

Module 1: Introduction to Market Research and Analysis

- Overview of marketing research and analysis
- Understanding the importance of data collection and analysis in marketing
- Basic research methodologies and tools
- Introduction to market trends and industry statistics
- Ethical considerations in market research

Module 2: Data Collection and Analysis

- Types of data sources: primary and secondary
- Developing data collection methods and tools
- Effective survey design and implementation
- Quantitative and qualitative data analysis techniques
- Data visualization and reporting

Module 3: Consumer Behavior and Demographics

- Understanding consumer behavior and the decision-making process
- Consumer demographics and segmentation
- Analyzing and interpreting consumer preferences and buying habits
- Behavioral economics and its impact on marketing strategies

Module 4: Market Segmentation and Targeting

- Identifying potential markets
- Market segmentation strategies
- Target market identification
- Analyzing market demand and trends

Module 5: Marketing Strategy and Campaign Analysis

- Fundamentals of marketing strategy
- Evaluating the effectiveness of marketing and advertising campaigns
- Analyzing competitor strategies and market positioning
- Forecasting market trends and opportunities

Module 6: Customer and Employee Satisfaction

- Measuring customer and employee satisfaction
- Interpretation of satisfaction survey results
- Strategies for improving customer and employee satisfaction levels

Module 7: Proposal Writing and Presentation Skills

- Crafting comprehensive marketing proposals
- Effective presentation skills for staff conferences
- Developing persuasive arguments and compelling proposals
- Professional writing and communication in marketing

Module 8: Practical Application and Case Studies

- Real-world case studies in market research and analysis
- Applying learned skills to practical scenarios
- Mentorship and guidance in real marketing projects
- Feedback and assessment of skills and progress

Additional Materials and Resources:

- Access to relevant industry reports, articles, and academic journals
- Online learning platform for interactive activities and assessments
- Virtual networking and collaboration opportunities with industry professionals
- Mentoring and coaching sessions with experienced marketing professionals

Follow-Up:

- Continued access to learning resources and materials
- Mentoring and coaching support for career advancement
- Certification and recommendation for job placement or further education opportunities.