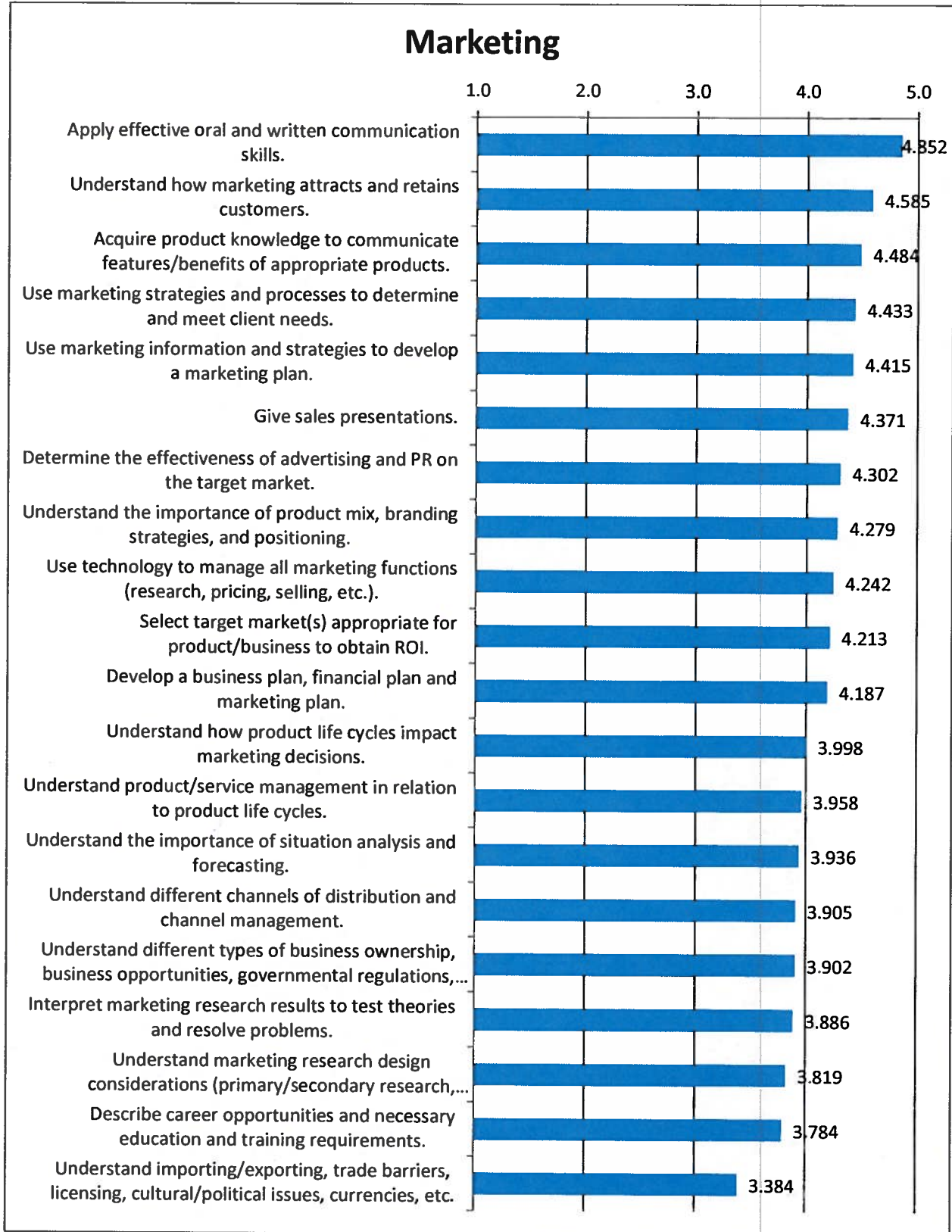


**II. Marketing**



Marketing

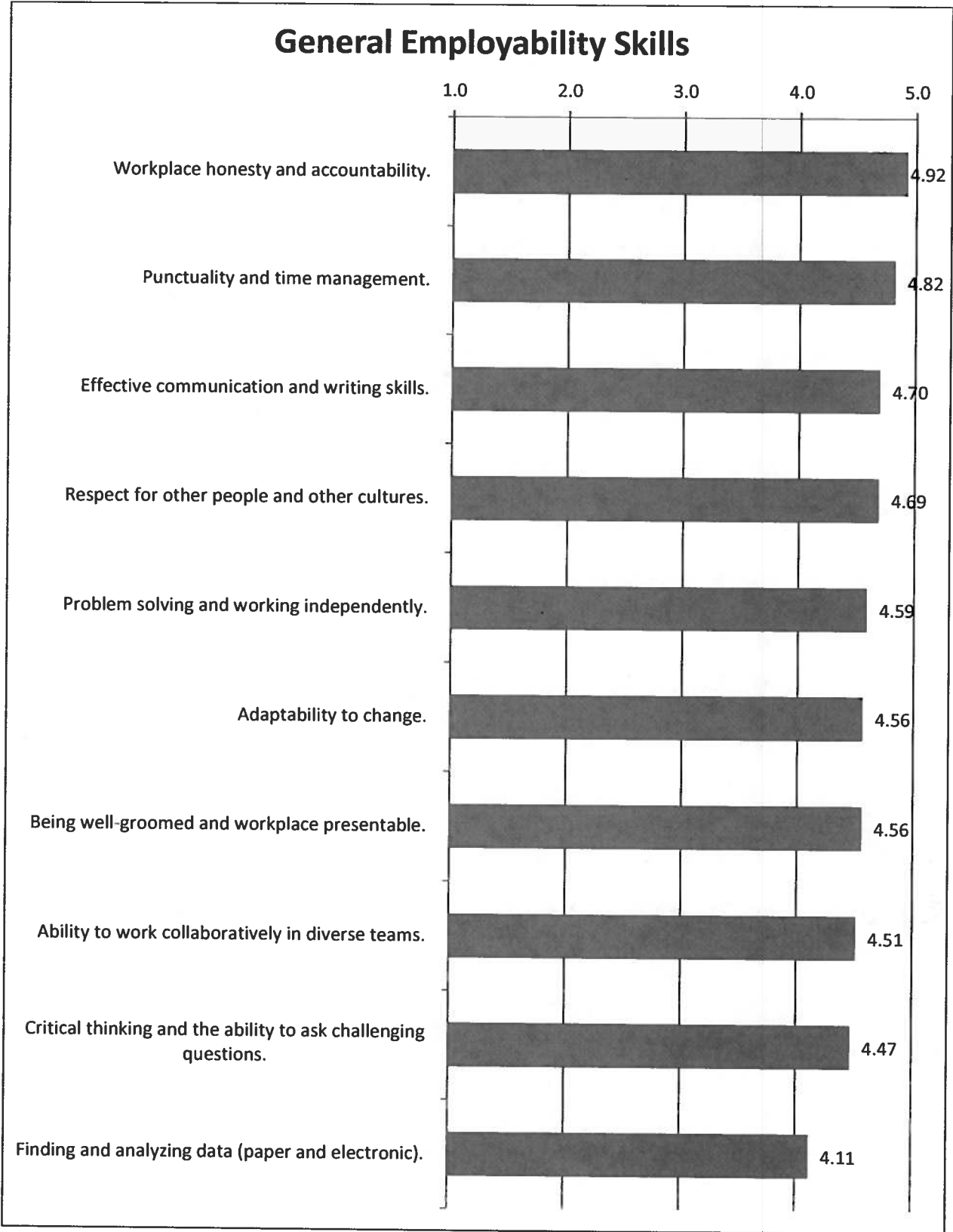
Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Apply effective oral and written communication skills.	4.852	1	5	5	.023	411
Understand how marketing attracts and retains customers.	4.585	1	5	5	.036	410
Acquire product knowledge to communicate features/benefits of appropriate products.	4.484	1	5	5	.041	411
Use marketing strategies and processes to determine and meet client needs.	4.433	1	5	5	.042	409
Use marketing information and strategies to develop a marketing plan.	4.415	1	5	5	.043	410
Give sales presentations.	4.371	1	5	5	.045	410
Determine the effectiveness of advertising and PR on the target market.	4.302	1	5	5	.048	410
Understand the importance of product mix, branding strategies, and positioning.	4.279	1	5	5	.048	409
Use technology to manage all marketing functions (research, pricing, selling, etc.).	4.242	1	5	5	.048	409
Select target market(s) appropriate for product/business to obtain ROI.	4.213	1	5	5	.051	409
Develop a business plan, financial plan and marketing plan.	4.187	1	5	5	.052	411
Understand how product life cycles impact marketing decisions.	3.998	1	5	5	.055	408
Understand product/service management in relation to product life cycles.	3.958	1	5	5	.053	405
Understand the importance of situation analysis and forecasting.	3.936	1	5	5	.053	408
Understand different channels of distribution and channel management.	3.905	1	5	5	.055	410
Understand different types of business ownership, business opportunities, governmental regulations, risks, etc.	3.902	1	5	5	.053	407
Interpret marketing research results to test theories and resolve problems.	3.886	1	5	4	.054	411
Understand marketing research design considerations (primary/secondary research, sampling plans).	3.819	1	5	4	.054	409
Describe career opportunities and necessary education and training requirements.	3.784	1	5	4	.054	408
Understand importing/exporting, trade barriers, licensing, cultural/political issues, currencies, etc.	3.384	1	5	4	.064	409

## Suggested Additional Skills and Other Responses

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Understand and implement social media marketing plans  
Close sales - persuasion skills  
Identifying targeted audience  
Understand the impact of social media on branding  
How to identify and correct bottlenecks and process flow  
Answering objections  
creativity  
**BE ABLE TO CHANGE WITH THE CUSTOMER YOU ARE PRESENTING TO**  
Business applications of social media  
Understand difference between marketing and sales  
Understand that the greatest are those that serve  
Understand pharmaceutical regulations and laws  
Keep personal records, and date them  
presentation  
Integrity & Honesty  
How to deliver message to target audience  
Ability to develop value proposition as it relates to product pricing  
Uncovering customer needs  
teamwork  
**BE FUNNY, PERSONABLE AND CANDID WITH CLIENTS**  
Anticipate market shifts and change  
Ask questions  
grooming  
Identify where target audience gets information from  
Understand various selling techniques: consultative, direct, feature-benefit  
Aligning with differing points of view  
**ALWAYS THINK RETAIL PRICING BACKWARDS**  
Be creative

I. General Employability Skills



### General Employability Skills

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Workplace honesty and accountability.	4.92	1	5	5	.009	2173
Punctuality and time management.	4.82	1	5	5	.011	2172
Effective communication and writing skills.	4.70	1	5	5	.014	2179
Respect for other people and other cultures.	4.69	1	5	5	.015	2169
Problem solving and working independently.	4.59	1	5	5	.015	2163
Adaptability to change.	4.56	1	5	5	.015	2179
Being well-groomed and workplace presentable.	4.56	1	5	5	.016	2178
Ability to work collaboratively in diverse teams.	4.51	1	5	5	.017	2180
Critical thinking and the ability to ask challenging questions.	4.47	1	5	5	.016	2172
Finding and analyzing data (paper and electronic).	4.11	1	5	5	.021	2175

Suggested Additional Skills and Other Responses	Frequency
Creativity	19
Ability to learn new skills or improve upon skills	22
Other	23
Leadership skills & ability to follow directions	44
Flexibility	55
Adhere to workplace ethics & rules (Being responsible)	99
Communication, Cooperation, Collaboration	120
Attitude (positive, take initiative, motivated, etc.)	121
Being effective and efficient	129
Competent in necessary skills	217