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ABSTRACT

This Ohio Competency Analysis Profile (OCAP), derived from a modified Developing a Curriculum (DACUM) process, is a current comprehensive and verified employer competency program list for entertainment marketing. Each unit (with or without subunits) contains competencies and competency builders that identify the occupational, academic, and employability skills needed to enter this occupational area. Within that outline are three levels of items: core, advancing, and futuring. Core items are essential to entry-level employment. Advancing items are needed to advance in a given occupation. Futuring items are needed to enter and remain in a given occupation 3 to 4 years from now. This profile contains 10 units: (1) human resource foundations; (2) marketing and business foundations; (3) promotion; (4) service technology; (5) selling; (6) pricing; (7) location; (8) entrepreneurship; (9) business functions; and (10) employability skills. (NLA)

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ED 338840

# O C A P

## OHIO'S COMPETENCY ANALYSIS PROFILE

# ENTERTAINMENT MARKETING

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### Employer Verification Panel

Jennifer Johnson, *Columbus Recreation & Parks Dept.-Cultural Arts Center*, Columbus, Ohio

Molly Kavanaugh, *Cincinnati Post*, Cincinnati, Ohio

Frances Pandolfo Little, *Pro Musica Chamber Orchestra of Columbus, Inc.*, Columbus, Ohio

James A. Lorenzen, *X-94.5 WXKR Radio*, Northwood, Ohio

Gail Merry, *Greater Columbus Arts Council*, Columbus, Ohio

Judy R. Shafer, *Consultant*, Johnston, Ohio

George C. Smith, *Smithall Electronics, Inc.*, Cincinnati, Ohio

Sandra R. Smith, *Martin Luther King Jr. Center for Performing and Cultural Arts*,  
Columbus, Ohio

Robin Wheatley, *W-XTS Radio*, Toledo, Ohio

Division of Vocational and  
Career Education  
Ohio Department of Education

Vocational Instructional Materials Laboratory  
Center on Education and Training  
for Employment



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# What is OCAP?

"A comprehensive and verified employer competency list will be developed and kept current for each program." This is the second objective of Imperative 3 of the *Action Plan for Accelerating the Modernization of Vocational Education: Ohio's Future at Work*. Ohio's Competency Analysis Profile (OCAP) lists are the Division of Vocational and Career Education's response to that objective. OCAP lists evolve from a modified DACUM process involving business, industry, labor, and community agency representatives from throughout Ohio. The OCAP process is directed by the Vocational Instructional Materials Laboratory at The Ohio State University's Center on Education and Training for Employment.

## How is OCAP used?

Each OCAP contains units (with and without subunits), competencies, and competency builders that identify the occupational, academic, and employability skills needed to enter a given occupation or occupational area. Within that outline there are three levels of items: core, advancing, and futuring. Core items are essential to entry-level employment. These items are required to be taught and will be the basis for questions on the state vocational competency tests (scheduled to begin in FY93). Advancing items (marked with one asterisk) are needed to advance in a given occupation. Futuring items (marked with two asterisks) are needed to enter and remain in a given occupation three to four years from now.

Districts may add as many units, subunits, competencies, and competency builders as desired to reflect local employment needs, trends, and specialties. Local advisory committees should be actively involved in the identification and verification of additional items. Using OCAP lists, instructors will be able to formulate their courses of study and monitor competency gains via the new competency testing program.

The **Employability Skills** portion of this list was verified by the following employer panel:

Gary J. Corrigan, *Dana Corporation*, Ottawa Lake, Michigan  
David Crooks, *Bowling Green State University Union Food Service*, Bowling Green, Ohio  
Pat Doerman, *Farrow's Harley-Davidson*, Columbus, Ohio  
William Gockenbach, *Kaiser Aluminum*, Heath, Ohio  
Patsy Hathaway, *CBS Personnel Services, Inc.*, Dayton, Ohio  
Marlyn Harman, *Marlyn Harman & Associates*, Cleveland, Ohio  
Thomas R. Hyldahl, *Toledo Edison*, Toledo, Ohio  
Carol C. James, *Ohio Contractors Association*, Columbus, Ohio  
James Mack, *Chrysler Jeep Assembly*, Toledo, Ohio  
Rocky McCoy, *Ironton-Lawrence Co. Community Action Organization*, Ironton, Ohio  
James Needs, *Independent Crop Producer*, Upper Sandusky, Ohio  
Ronald Simmons, *Former GM Executive*, Warren Ohio

# Ohio Competency Analysis Profile Entertainment Marketing

## Unit 1: Human Resource Foundations

### Competency 1.0.1: Demonstrate positive relations with employers

#### *Competency Builders:*

- 1.0.1.1 Identify needs, functions, and operations of entertainment industry and how they interrelate
- 1.0.1.2 Identify and support mission and goals of organization
- 1.0.1.3 Support employer expectations
- 1.0.1.4 Follow organization policies and procedures
- 1.0.1.5 Accept constructive criticism
- 1.0.1.6 Adapt to changes in workplace
- 1.0.1.7 Identify various management styles\*

### Competency 1.0.2: Demonstrate positive relations with customers

#### *Competency Builders:*

- 1.0.2.1 Recognize importance of potential customers
- 1.0.2.2 Analyze customers' needs
- 1.0.2.3 Apply organization policies to customers
- 1.0.2.4 Build partnerships with customers
- 1.0.2.5 Recognize importance of repeat customers

### Competency 1.0.3: Demonstrate positive relations with coworkers

#### *Competency Builders:*

- 1.0.3.1 Recognize own personality
- 1.0.3.2 Recognize and cooperate with various personalities
- 1.0.3.3 Respect coworkers
- 1.0.3.4 Empathize with coworkers
- 1.0.3.5 Determine benefits of teamwork
- 1.0.3.6 Resolve conflict with coworkers

### Competency 1.0.4: Demonstrate professional image

#### *Competency Builders:*

- 1.0.4.1 Apply professional communications skills
- 1.0.4.2 Exhibit professional appearance
- 1.0.4.3 Exhibit professional manners
- 1.0.4.4 Exhibit professional attitude
- 1.0.4.5 Demonstrate flexibility
- 1.0.4.6 Apply creative-thinking techniques
- 1.0.4.7 Show interest in professional growth within entertainment industry
- 1.0.4.8 Recognize politics of entertainment industry\*
- 1.0.4.9 Recognize importance of professional, union, and advocacy memberships\*

\* Advancing

\*\* Futuring

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### Competency 1.0.5: Demonstrate written and oral communication skills

#### Competency Builders:

- 1.0.5.1 Listen to and follow written and/or oral directions
- 1.0.5.2 Ask questions
- 1.0.5.3 Demonstrate proper telephone techniques
- 1.0.5.4 Use proper grammar and vocabulary
- 1.0.5.5 Speak clearly and concisely
- 1.0.5.6 Write legibly
- 1.0.5.7 Spell correctly
- 1.0.5.8 Write documents clearly and concisely
- 1.0.5.9 Demonstrate computer literacy and keyboarding skills
- 1.0.5.10 Use dictionary and/or thesaurus
- 1.0.5.11 Proofread work
- 1.0.5.12 Interpret written materials
- 1.0.5.13 Apply nonverbal communication techniques
- 1.0.5.14 Participate in group discussions
- 1.0.5.15 Apply creativity
- 1.0.5.16 Evaluate audience and identify appropriate communication approach
- 1.0.5.17 Recognize industry language and terminology\*

### Competency 1.0.6: Maintain safe work environment

#### Competency Builders:

- 1.0.6.1 Recognize hazards of entertainment industry
- 1.0.6.2 Wear proper safety clothing
- 1.0.6.3 Practice safety habits to prevent accidents
- 1.0.6.4 Follow opening and closing procedures of organization
- 1.0.6.5 Monitor premises for safety hazards
- 1.0.6.6 Handle, store, and operate tools and equipment properly
- 1.0.6.7 Use appropriate materials-handling techniques
- 1.0.6.8 Perform general cleaning duties
- 1.0.6.9 Report emergencies to proper authorities
- 1.0.6.10 Follow government regulations

## Unit 2: Marketing and Business Foundations

### Competency 2.0.1: Examine role of marketing

#### Competency Builders:

- 2.0.1.1 Identify reasons for marketing
- 2.0.1.2 Identify functions of marketing
- 2.0.1.3 Analyze effects of marketing

### Competency 2.0.2: Examine marketing and business operations

#### Competency Builders:

- 2.0.2.1 Analyze strengths and weaknesses of organization
- 2.0.2.2 Analyze competition
- 2.0.2.3 Identify methods of producing a service
- 2.0.2.4 Analyze roles of management

**Competency 2.0.3: Analyze economic fundamentals related to service selling**

*Competency Builders:*

- 2.0.3.1 Distinguish between service selling and product selling
- 2.0.3.2 Identify tangible and nontangible products

## **Unit 3: Promotion**

**Competency 3.0.1: Develop promotional strategies**

*Competency Builders:*

- 3.0.1.1 Recognize importance of promotion to services
- 3.0.1.2 Recognize and assist in developing long-range goals and objectives
- 3.0.1.3 Determine market(s)
- 3.0.1.4 Identify target market(s)
- 3.0.1.5 Compare advantages and disadvantages of advertising, personal selling, sales promotion, and public relations
- 3.0.1.6 Establish promotional budget
- 3.0.1.7 Justify proposed promotional budget in relation to industry standards\*
- 3.0.1.8 Identify cost factors when selecting promotional methods\*
- 3.0.1.9 Respond to target markets with appropriate promotion\*
- 3.0.1.10 Evaluate promotional effectiveness

**Competency 3.0.2: Examine promotional activities**

*Competency Builders:*

- 3.0.2.1 Recognize importance of public relations
- 3.0.2.2 Identify opportunities for publicity
- 3.0.2.3 Identify types of advertising media
- 3.0.2.4 Compare media roles
- 3.0.2.5 Determine promotional and media mix
- 3.0.2.6 Recognize legal aspects of advertising
- 3.0.2.7 Recognize importance of personal selling

**Competency 3.0.3: Prepare promotional plan**

*Competency Builders:*

- 3.0.3.1 Plan presentation
- 3.0.3.2 Develop timelines
- 3.0.3.3 Develop media mix
- 3.0.3.4 Develop portfolio
- 3.0.3.5 Implement promotional plan

\* Advancing

\*\* Futuring

## Unit 4: Service Technology

### Competency 4.0.1: Develop talent

#### *Competency Builders:*

- 4.0.1.1 Apply technical theory and knowledge
- 4.0.1.2 Follow safety and health regulations
- 4.0.1.3 Demonstrate verbal and nonverbal communication skills
- 4.0.1.4 Practice production skills
- 4.0.1.5 Demonstrate production skills
- 4.0.1.6 Develop global and historical perspective of entertainment industry\*

### Competency 4.0.2: Maintain technical proficiency

#### *Competency Builders:*

- 4.0.2.1 Identify, assemble, and use reference materials
- 4.0.2.2 Apply information from reference materials
- 4.0.2.3 Read technical manuals, journals, and periodicals
- 4.0.2.4 Participate in formal and informal education or training opportunities
- 4.0.2.5 Attend meetings, workshops, seminars, conferences, and demonstrations
- 4.0.2.6 Participate in professional organizations

### Competency 4.0.3: Market talent

#### *Competency Builders:*

- 4.0.3.1 Examine nature and scope of talent
- 4.0.3.2 Identify considerations in marketing own talent
- 4.0.3.3 Identify marketing strategies
- 4.0.3.4 Develop marketing plan
- 4.0.3.5 Implement marketing plan

## Unit 5: Selling

### Competency 5.0.1: Develop sales plan

#### *Competency Builders:*

- 5.0.1.1 Set sales and income goals
- 5.0.1.2 Identify target customer list
- 5.0.1.3 Determine customer needs
- 5.0.1.4 Monitor sales plan

### Competency 5.0.2: Demonstrate preselling skills

#### *Competency Builders:*

- 5.0.2.1 Identify types of customers
- 5.0.2.2 Examine types of selling approaches
- 5.0.2.3 Identify products and prices of competitors
- 5.0.2.4 Maintain product knowledge

**Competency 5.0.3: Apply selling techniques**

*Competency Builders:*

- 5.0.3.1 Demonstrate oral communication skills
- 5.0.3.2 Utilize appropriate selling approach
- 5.0.3.3 Use appropriate questioning techniques
- 5.0.3.4 Determine customer needs
- 5.0.3.5 Demonstrate feature-benefit sales presentation
- 5.0.3.6 Demonstrate knowledge of service
- 5.0.3.7 Overcome customer objections
- 5.0.3.8 Recognize buying signals
- 5.0.3.9 Utilize support services
- 5.0.3.10 Close sale
- 5.0.3.11 Suggest additional services
- 5.0.3.12 Perform follow-up activities
- 5.0.3.13 Perform customer-servicing activities

**Competency 5.0.4: Process telephone sales**

*Competency Builders:*

- 5.0.4.1 Develop customer list
- 5.0.4.2 Develop telephone sales presentation
- 5.0.4.3 Operate equipment
- 5.0.4.4 Display telephone etiquette
- 5.0.4.5 Apply listening skills
- 5.0.4.6 Apply oral communication skills
- 5.0.4.7 Secure positive responses
- 5.0.4.8 Maintain and use calling records
- 5.0.4.9 Close sale

## **Unit 6: Pricing**

**Competency 6.0.1: Develop pricing policy**

*Competency Builders:*

- 6.0.1.1 Identify funding sources
- 6.0.1.2 Identify psychological effects of pricing
- 6.0.1.3 Identify economical influences on pricing
- 6.0.1.4 Determine how supply and demand affect price
- 6.0.1.5 Compare pricing strategies
- 6.0.1.6 Analyze prices of competitors
- 6.0.1.7 Analyze legal considerations

**Competency 6.0.2: Calculate price for services**

*Competency Builders:*

- 6.0.2.1 Apply financial terminology
- 6.0.2.2 Analyze income and expense relationships
- 6.0.2.3 Determine add-on costs and contingencies

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### **Competency 6.0.3: Invoice for services**

#### *Competency Builders:*

- 6.0.3.1 Prepare invoice
- 6.0.3.2 Calculate extensions
- 6.0.3.3 Mail invoice
- 6.0.3.4 Maintain records

## **Unit 7: Location**

### **Competency 7.0.1: Analyze distribution of services**

#### *Competency Builders:*

- 7.0.1.1 Identify distribution channels
- 7.0.1.2 Identify distribution procedures for services
- 7.0.1.3 Identify personnel needs

### **Competency 7.0.2: Analyze factors effecting ability to provide a service to target market**

#### *Competency Builders:*

- 7.0.2.1 Identify facility and equipment needs
- 7.0.2.2 Identify location factors
- 7.0.2.3 Identify scheduling conflicts
- 7.0.2.4 Analyze product or service
- 7.0.2.5 Analyze length of time to offer product or service

## **Unit 8: Entrepreneurship**

### **Competency 8.0.1: Investigate entrepreneurship**

#### *Competency Builders:*

- 8.0.1.1 Examine characteristics of entrepreneurs
- 8.0.1.2 Identify qualities and skills needed by business owners
- 8.0.1.3 Identify advantages and disadvantages of owning a small business
- 8.0.1.4 Compare business ownership to working for others
- 8.0.1.5 Identify personal risks of owning a small business

### **Competency 8.0.2: Examine entrepreneurship as a personal goal**

#### *Competency Builders:*

- 8.0.2.1 Evaluate personal interests and skills
- 8.0.2.2 Compare personal interests and skills with those necessary for entrepreneurship
- 8.0.2.3 Assess ability and aptitude to become a successful entrepreneur
- 8.0.2.4 Determine motives for becoming an entrepreneur
- 8.0.2.5 Identify entrepreneurial management skills

**Competency 8.0.3: Analyze opportunities for starting a new business**

*Competency Builders:*

- 8.0.3.1 Evaluate types of businesses in community
- 8.0.3.2 Research economic development of community
- 8.0.3.3 Analyze demographics of community
- 8.0.3.4 Identify opportunities for change in business environment
- 8.0.3.5 Compare advantages and disadvantages of manufacturing, wholesaling, retailing, and service businesses
- 8.0.3.6 Analyze environmental impact on a business
- 8.0.3.7 Evaluate types of profit and nonprofit business structures and their legal aspects
- 8.0.3.8 Identify sources of finances
- 8.0.3.9 Survey potential customers
- 8.0.3.10 Develop business plan

## **Unit 9: Business Functions**

**Competency 9.0.1: Identify legal functions**

*Competency Builders:*

- 9.0.1.1 Recognize elements of contracts
- 9.0.1.2 Examine role of unions in entertainment industry
- 9.0.1.3 Research insurance and liability issues

**Competency 9.0.2: Identify financial functions**

*Competency Builders:*

- 9.0.2.1 Identify fixed operating costs
- 9.0.2.2 Identify variable operating costs
- 9.0.2.3 Recognize differences between earned and unearned income
- 9.0.2.4 Recognize need for working relationship with financial institutions
- 9.0.2.5 Recognize tax and audit issues
- 9.0.2.6 Develop budgets
- 9.0.2.7 Develop long-range plans

**Competency 9.0.3: Identify personnel functions**

*Competency Builders:*

- 9.0.3.1 Identify roles of paid staff
- 9.0.3.2 Identify roles of independent contractors
- 9.0.3.3 Identify roles of volunteers
- 9.0.3.4 Identify importance of community relations
- 9.0.3.5 Identify role of board of directors
- 9.0.3.6 Identify employee benefits
- 9.0.3.7 Analyze organizational chart

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### **Competency 9.0.4: Evaluate role of management in service selling**

#### *Competency Builders:*

- 9.0.4.1 Identify management functions performed in service selling
- 9.0.4.2 Compare specific management styles
- 9.0.4.3 Identify time-management techniques
- 9.0.4.4 Analyze benefits of professional and trade associations

### **Competency 9.0.5: Develop management strategies\***

#### *Competency Builders:*

- 9.0.5.1 Set organization goals and objectives\*
- 9.0.5.2 Build leadership traits\*
- 9.0.5.3 Establish business policies\*
- 9.0.5.4 Make business decisions\*
- 9.0.5.5 Establish professional support system(s)\*

## **Unit 10: Employability Skills**

### **Subunit 10.1: Career Development**

#### **Competency 10.1.1: Investigate career options**

##### *Competency Builders:*

- 10.1.1.1 Determine interests and aptitudes
- 10.1.1.2 Identify career options
- 10.1.1.3 Research occupations matching interests and aptitudes
- 10.1.1.4 Select career(s) that best match(es) interests and aptitudes
- 10.1.1.5 Identify advantages and disadvantages of career options, including nontraditional careers
- 10.1.1.6 Assess differences in wages, annual incomes, and job opportunities based on geographic location
- 10.1.1.7 Develop a career plan

#### **Competency 10.1.2: Analyze potential barriers to employment**

##### *Competency Builders:*

- 10.1.2.1 Identify common barriers to employment
- 10.1.2.2 Develop strategies to overcome employment barriers

## **Unit 10: Employability Skills**

### **Subunit 10.2: Decision Making and Problem Solving**

#### **Competency 10.2.1: Apply decision-making techniques in the workplace**

##### *Competency Builders:*

- 10.2.1.1 Identify the decision to be made
- 10.2.1.2 Compare alternatives
- 10.2.1.3 Determine consequences of each alternative
- 10.2.1.4 Make decisions based on values and goals
- 10.2.1.5 Evaluate the decision made

#### **Competency 10.2.2: Apply problem-solving techniques in the workplace**

##### *Competency Builders:*

- 10.2.2.1 Diagnose the problem and its causes
- 10.2.2.2 Identify alternatives and their consequences in relation to the problem
- 10.2.2.3 Examine multicultural and nonsexist dimensions of problem solving
- 10.2.2.4 Utilize resources to explore possible solutions to the problem
- 10.2.2.5 Compare and contrast the advantages and disadvantages of each solution
- 10.2.2.6 Determine appropriate action
- 10.2.2.7 Evaluate results

## **Unit 10: Employability Skills**

### **Subunit 10.3: Work Ethic**

#### **Competency 10.3.1: Evaluate the relationship of self-esteem to work ethic**

##### *Competency Builders:*

- 10.3.1.1 Identify special characteristics and abilities in self and others
- 10.3.1.2 Identify internal and external factors that affect self-esteem

#### **Competency 10.3.2: Analyze the relationship of personal values and goals to work ethic both in and out of the workplace**

##### *Competency Builders:*

- 10.3.2.1 Distinguish between values and goals
- 10.3.2.2 Determine the importance of values and goals
- 10.3.2.3 Evaluate how values affect goals
- 10.3.2.4 Identify short-term and long-term goals
- 10.3.2.5 Prioritize personal goals
- 10.3.2.6 Describe how personal values are reflected in work ethic
- 10.3.2.7 Describe how interactions in the workplace affect personal work ethic
- 10.3.2.8 Examine how life changes affect personal work ethic

#### **Competency 10.3.3: Demonstrate work ethic**

##### *Competency Builders:*

- 10.3.3.1 Examine factors that influence work ethic
- 10.3.3.2 Exhibit characteristics that reflect an appropriate work ethic

\* Advancing  
\*\* Futuring

## **Unit 10: Employability Skills**

### **Subunit 10.4: Job-Seeking Skills**

#### **Competency 10.4.1: Prepare for employment**

*Competency Builders:*

- 10.4.1.1 Identify traditional and nontraditional employment sources
- 10.4.1.2 Utilize employment sources
- 10.4.1.3 Research job opportunities, including nontraditional careers
- 10.4.1.4 Interpret equal employment opportunity laws
- 10.4.1.5 Explain the critical importance of personal appearance, hygiene, and demeanor throughout the employment process
- 10.4.1.6 Prepare for generic employment tests and those specific to an occupation/organization

#### **Competency 10.4.2: Design a resume**

*Competency Builders:*

- 10.4.2.1 Identify personal strengths and weaknesses
- 10.4.2.2 List skills and/or abilities, career objective(s), accomplishments/achievements, educational background, and work experience
- 10.4.2.3 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
- 10.4.2.4 Complete resume using various formats
- 10.4.2.5 Secure references

#### **Competency 10.4.3: Complete and process job application forms**

*Competency Builders:*

- 10.4.3.1 Explain the importance of an application form
- 10.4.3.2 Identify ways to obtain job application forms
- 10.4.3.3 Describe methods for handling illegal questions on job application forms
- 10.4.3.4 Demonstrate legible written communications skills using correct grammar, spelling, and concise wording
- 10.4.3.5 Return application to proper person, request interview, and follow up

#### **Competency 10.4.4: Demonstrate interviewing skills**

*Competency Builders:*

- 10.4.4.1 Investigate interview environment and procedures
- 10.4.4.2 Explain the critical importance of personal appearance, hygiene, and demeanor
- 10.4.4.3 Demonstrate question and answer techniques
- 10.4.4.4 Demonstrate methods for handling difficult and/or illegal interview questions

#### **Competency 10.4.5: Secure employment**

*Competency Builders:*

- 10.4.5.1 Identify present and future employment opportunities within an occupation/organization
- 10.4.5.2 Research the organization/company
- 10.4.5.3 Use follow-up techniques to enhance employment potential
- 10.4.5.4 Compare and evaluate job offers

## **Unit 10: Employability Skills**

### **Subunit 10.5: Job Retention Skills**

#### **Competency 10.5.1: Analyze the organizational structure of the workplace**

##### *Competency Builders:*

- 10.5.1.1 Identify and evaluate employer expectations regarding job performance, work habits, attitudes, personal appearance, and hygiene
- 10.5.1.2 Be aware of and obey all company policies and procedures
- 10.5.1.3 Examine the role/relationship between employee and employer
- 10.5.1.4 Recognize opportunities for advancement and reasons for termination

#### **Competency 10.5.2: Maintain positive relations with others**

##### *Competency Builders:*

- 10.5.2.1 Exhibit appropriate work habits and attitude
- 10.5.2.2 Identify behaviors to establish successful working relationships
- 10.5.2.3 Cooperate and compromise through teamwork and group participation
- 10.5.2.4 Identify alternatives for dealing with harassment, bias, and discrimination based on race, color, national origin, sex, religion, handicap, or age

## **Unit 10: Employability Skills**

### **Subunit 10.6: Job Advancement**

#### **Competency 10.6.1: Analyze opportunities for personal and career growth**

##### *Competency Builders:*

- 10.6.1.1 Determine opportunities within an occupation/organization
- 10.6.1.2 Compare and contrast other opportunities
- 10.6.1.3 List benefits of job advancement
- 10.6.1.4 Evaluate factors involved when assuming a new position within or outside an occupation/organization

#### **Competency 10.6.2: Exhibit characteristics needed for advancement**

##### *Competency Builders:*

- 10.6.2.1 Display a positive attitude
- 10.6.2.2 Demonstrate knowledge of a position
- 10.6.2.3 Perform quality work
- 10.6.2.4 Adapt to changing situations and technology
- 10.6.2.5 Demonstrate capability for different positions
- 10.6.2.6 Respect, accept, and work with ALL individuals in the workplace

## **Unit 10: Employability Skills**

### **Subunit 10.7: Technology in the Workplace**

#### **Competency 10.7.1: Assess the impact of technology in the workplace**

##### *Competency Builders:*

- 10.7.1.1 Cite how past business/industry practices have influenced present business/industry processes
- 10.7.1.2 Investigate the use of technology in the workplace
- 10.7.1.3 Analyze how present skills can be applied to learning new technologies

#### **Competency 10.7.2: Use a variety of technological applications**

##### *Competency Builders:*

- 10.7.2.1 Explore basic mathematical, scientific, computer, and technological principles
- 10.7.2.2 Use technology to accomplish assigned tasks
- 10.7.2.3 Create solutions to problems using technical means

## **Unit 10: Employability Skills**

### **Subunit 10.8: Lifelong Learning**

#### **Competency 10.8.1: Apply lifelong learning to individual situations**

##### *Competency Builders:*

- 10.8.1.1 Define lifelong learning
- 10.8.1.2 Identify factors that cause the need for lifelong learning

#### **Competency 10.8.2: Adapt to change**

##### *Competency Builders:*

- 10.8.2.1 Analyze the effects of change
- 10.8.2.2 Identify reasons why goals change
- 10.8.2.3 Describe the importance of flexibility when reevaluating goals
- 10.8.2.4 Evaluate the need for continuing education training

## **Unit 10: Employability Skills**

### **Subunit 10.9: Economic Education**

#### **Competency 10.9.1: Analyze global enterprise systems**

##### *Competency Builders:*

- 10.9.1.1 Identify characteristics of various enterprise systems
- 10.9.1.2 Examine the relationship between competition, risk, and profit
- 10.9.1.3 Illustrate how supply and demand influence price

**Competency 10.9.2: Evaluate personal money management**

*Competency Builders:*

- 10.9.2.1 Describe the need for personal management records
- 10.9.2.2 Identify methods of taxation
- 10.9.2.3 Analyze how credit affects financial security
- 10.9.2.4 Compare types and methods of investments
- 10.9.2.5 Prepare a personal budget
- 10.9.2.6 Be an informed and responsible consumer
- 10.9.2.7 Analyze the effects of advertising on the consumer

**Unit 10: Employability Skills**

**Subunit 10.10: Balancing Work and Family**

**Competency 10.10.1: Analyze the effects of family on work**

*Competency Builders:*

- 10.10.1.1 Recognize how family values, goals, and priorities are reflected in the workplace
- 10.10.1.2 Identify present and future family structures and responsibilities
- 10.10.1.3 Describe personal and family roles
- 10.10.1.4 Analyze concerns of working parent(s)
- 10.10.1.5 Examine how family responsibilities can conflict with work
- 10.10.1.6 Resolve family-related conflicts
- 10.10.1.7 Explain how to use support systems/community resources to help resolve family-related conflicts

**Competency 10.10.2: Analyze the effects of work on family**

*Competency Builders:*

- 10.10.2.1 Identify responsibilities associated with paid and nonpaid work
- 10.10.2.2 Compare the advantages and disadvantages of multiple incomes
- 10.10.2.3 Examine how work can conflict with family responsibilities
- 10.10.2.4 Describe how work-related stress can affect families
- 10.10.2.5 Identify family support systems and resources

**Unit 10: Employability Skills**

**Subunit 10.11: Citizenship in the Workplace**

**Competency 10.11.1: Exercise the rights and responsibilities of citizenship in the workplace**

*Competency Builders:*

- 10.11.1.1 Identify the basic rights and responsibilities of citizenship
- 10.11.1.2 Examine the history and contributions of all racial, ethnic, and cultural groups

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### **Competency 10.11.2: Cooperate with others in the workplace**

#### *Competency Builders:*

- 10.11.2.1 Identify situations in which compromise is necessary
- 10.11.2.2 Examine how individuals from various backgrounds contribute to work--related situations
- 10.11.2.3 Demonstrate initiative to facilitate cooperation
- 10.11.2.4 Give and receive constructive criticism to enhance cooperation

## **Unit 10: Employability Skills**

### **Subunit 10.12: Leadership**

#### **Competency 10.12.1: Evaluate leadership styles appropriate for the workplace**

##### *Competency Builders:*

- 10.12.1.1 Identify characteristics of effective leaders
- 10.12.1.2 Compare leadership styles
- 10.12.1.3 Demonstrate effective delegation skills
- 10.12.1.4 Identify opportunities to lead in the workplace

#### **Competency 10.12.2: Demonstrate effective teamwork skills**

##### *Competency Builders:*

- 10.12.2.1 Identify the responsibilities of a valuable group member
- 10.12.2.2 Exhibit open-mindedness
- 10.12.2.3 Identify methods of involving each member of a team
- 10.12.2.4 Contribute to the efficiency and success of a group
- 10.12.2.5 Determine ways to motivate others

#### **Competency 10.12.3: Utilize effective communication skills**

##### *Competency Builders:*

- 10.12.3.1 Demonstrate the importance of listening
- 10.12.3.2 Demonstrate assertive communication
- 10.12.3.3 Recognize the importance of verbal and nonverbal cues and messages
- 10.12.3.4 Analyze written material
- 10.12.3.5 Prepare written material
- 10.12.3.6 Give and receive feedback
- 10.12.3.7 Articulate thoughts
- 10.12.3.8 Use appropriate language

## **Unit 10: Employability Skills**

### **Subunit 10.13: Entrepreneurship**

#### **Competency 10.13.1: Evaluate the role of small business in the economy**

##### *Competency Builders:*

- 10.13.1.1 Identify the benefits of small business to a community
- 10.13.1.2 Analyze opportunities for small business in a community

**Competency 10.13.2: Examine considerations of starting a business**

*Competency Builders:*

- 10.13.2.1 Research a business idea
- 10 13.2.2 Compare various ways to become a small business owner
- 10.13.2.3 Investigate factors to consider in financing a new business
- 10.13.2.4 Evaluate entrepreneurship as a career option

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**Vocational Instructional Materials Laboratory**

The Ohio State University  
1900 Kenny Road  
Columbus, Ohio 43210-1090