



Marketing Skill Standards

MSS
MARKETING SKILL
STANDARDS



OVERVIEW

Introduction
Executive Summary
Industry Outlook



NATIONAL CONTEXT

**A National Context for Skill Standards
Skill Standards to Curriculum
Pyramid of Competencies**



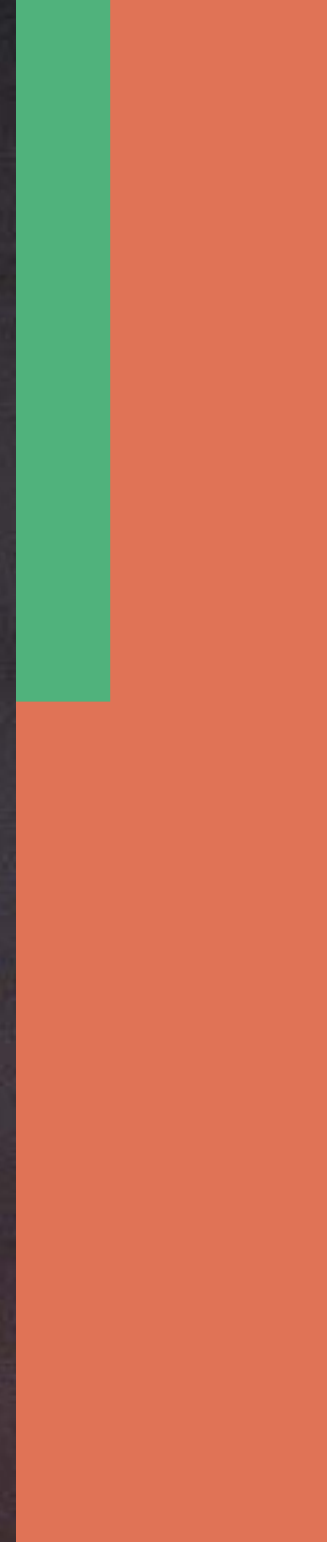
MARKETING SKILL STANDARDS PROJECT

Marketing Skill Standards Project Outcomes

Marketing Skill Standards Methodologies

Results: Validation of Marketing Skill Standards Survey

SCANS



USING MARKETING SKILL STANDARDS

Sample Job Titles for the Marketing Industry

Terminology for Skill Standards

Skill Standards Tables

Scenarios

Assessment



ACKNOWLEDGEMENTS

Acknowledgements
References
Ordering Form

