

Essential Skills
Marketing & Management
(Business Management/Marketing Management)

The essential skill sheets are lists of the most commonly encountered qualities and skills typically necessary to be successful in a particular program or area of interest. The information contained in an essential skills sheet is not all-inclusive and is intended to be used as a guide only. Individual programs may have specific requirements or technical standards that must be met.

Physical

- | | |
|--|-------|
| Detect difference in the pitch/sound | Bend |
| Arm-hand coordination | Climb |
| Arm-hand steadiness | |
| Distinguish colors and changes in its variation | |
| Sit for long periods of time | |
| Draw, sketch or form common shapes, forms and figures | |
| Hand-eye coordination | |
| Key/Type | |
| Lift a minimum of 20 pounds | |
| Push, pull, lift and/or support a minimum of 25 pounds | |
| Maintain safety of self and others | |
| Pinch, grasp, squeeze, and manipulate objects | |
| Reach above shoulders | |
| Reach below waist | |
| Use peripheral vision | |
| Write with pen/pencil | |
| Detect difference in visual details | |

Cognitive

- | | |
|---|---------------------------------|
| Locate data and identify trends in graphs | Adaptability |
| Organize tasks to meet deadlines (hourly, daily, long-term) | Calculate whole numbers |
| Convert between fractions and decimals or percentages | Calculate averages |
| Anticipate when something is likely to go wrong | Creative |
| Apply knowledge from one situation to another | Decide course of action |
| Cope with unexpected situations and emotions | Compare whole numbers |
| Create tables, schedules or other table-like text | Detail oriented |
| Enter data into lists, tables, schedules (typed) | Calculate decimals |
| Enter data into lists, tables, schedules (written) | Evaluate information |
| Calculate using calculator | Evaluate the complexity of jobs |
| Calculate using computer | Focus attention on task |
| Calculate using pen/paper | Categorize information |
| Follow written information, charts, drawings | Interpret graphs/charts |
| Combine knowledge and skills | Accurately handle money |
| Determine reliability of information received from others | Make estimations |
| Compose written notes/instructions (technical/multi-step) | Accurately recall information |
| Perform multiple responsibilities concurrently | Construct/draw graphs or charts |
| Continuously expand professional knowledge | |

Communication

- Communicate in a professional/tactful manner
- Collaborate with others
- Communicate quickly, effectively, and efficiently
- Communicate using a telephone
- Deliver presentations to wide range of audiences
- Direct activities of others
- Discuss ongoing projects/work
- Explain procedures
- Explain/express ideas and opinions
- Give directions
- Influence others
- Negotiation skills
- Present supporting facts/recommendations
- Provide guidance
- Record written information
- Verbalize clear and appropriate information to others
- Read, write, speak, and comprehend English effectively

Behavioral

- | | |
|---|----------------------------------|
| Accept cognitive criticism | Lead others |
| Adapt to changing situations | Maintain professional appearance |
| Complete responsibilities in a timely manner | Maintain professional boundaries |
| Cooperate with others individually or in a team setting | Observant |
| Deal with difficult individuals | Enthusiastic |
| Deal with difficult situations | Positive attitude |
| Work carefully while maintaining efficiency and organization | Self-motivation and initiative |
| Display kindness and concern for others | Dependability |
| Perform accurately and quickly even under stressful conditions | Establish rapport with others |
| Work independently with limited supervision | |
| Exercise accountability | |
| Exercise ethical judgement | |
| Exercise good judgement | |
| Exercise independent judgement | |
| Exercise integrity | |
| Exhibit patience | |
| Respect individual values/opinions without showing bias or preference | |
| Exhibit social skills appropriate to professional interactions | |
| Interact with diverse groups of individuals (cultures, ages, backgrounds) | |

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Other

May be on call or work nights, weekends, and holidays

See program or desired area of employment for specifics - Prerequisites