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| OFFICE OF APPRENTICESHIP  BULLETIN | **NO.**  2022-89 |
| **DATE**  May 19, 2022 |

**TO:** NATIONAL APPRENTICESHIP SYSTEM STAKEHOLDERS

OFFICE OF APPRENTICESHIP STAFF

STATE APPRENTICESHIP AGENCIES

**FROM:** JOHN V. LADD /s/

Administrator, Office of Apprenticeship

**SUBJECT:** New Apprenticeable Occupation: Marketing Coordinator

1. **Purpose.** To inform the staff of OA, State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors, and other Registered Apprenticeship partners of the following new apprenticeable occupation: Marketing Coordinator
2. **Action Requested.** OA staff should familiarize themselves with this bulletin and the attached Work Process Schedule and Related Instruction Outline, as a source for developing apprenticeship standards and/or providing technical assistance.
3. **Summary and Background.**
   1. Summary – The apprenticeable occupation Marketing Coordinator was submitted by Mr. Jake Williams, Program Manager, on behalf of CareerWise Colorado, were processed by Joseph Taylor and approved by the OA Administrator on May 17, 2022.
   2. Background –

***New/Revised Occupation Background -*** Under 29 CFR section 29.4, an occupation for a RAP must meet the following criteria to be determined apprenticeable:

1. Involve skills that are customarily learned in a practical way through a structured, systematic program of on-the job supervised learning:
2. Be clearly identified and commonly recognized throughout an industry;
3. Involve the progressive attainment of manual, mechanical, or technical skills and knowledge which, in accordance with the industry standard for the occupation, would require the completion of at least 2,000 hours of on-the-job learning to attain; and
4. Require related instruction to supplement the on-the job learning.
5. **Revised Apprenticeable Occupation.** The occupation Market Coordinator was submitted for an apprenticeability determination for the apprenticeship competency-based training approach:

Marketing Coordinator

O\*NET-SOC CODE: 27-3031.00

RAPIDS Code: 3035CB

Type of Training: Competency-based

1. **Inquiries.** If you have any questions, please, contact Joseph Taylor, Program Analyst at 202-693-3960.
2. **Attachments.**

