

High School Name:
Community College Name:
CTE Program of Study Name:
Date:

Century High School
Portland Community College
Marketing
3/16/2018

Marketing Cluster

2016

Skills-to-Course Matrix

Instructions: 1) Enter your high school name above. 2) Enter the community college name. 3) Enter the Program of Study name. 4) Enter the date. 5) Click on Course 1, Course 2, etc. below and replace with your POS course names (or numbers). 6) Check those courses that trigger the TSA for this POS. 7) Finally, check those standards that are taught with intent and purpose, and are assessed in each course. Note: You only need to use the optional Focus Area tabs below if you are using those skill sets for multiple options in a Program of Study or if you want to use another set of industry validated standards.

Cluster Knowledge and Skills (CTE standards)

			Business Computer Appli	Marketing I	Marketing II	Intro to Business	Arts & Entertainment Mark	Marketing Lab	Accounting I	Accounting II	Personal Financ	Marketing Lab	Management
CCTC	Code Number	KS Statement	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	YES
MK01	MK01	Describe the impact of economics, economics systems and entrepreneurship on marketing.		x	x								
MK02	MK02	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.		x	x								
MK03	MK03	Plan, monitor, manage and maintain the use of financial resources for marketing activities.		x	x								
MK04	MK04	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.		x	x								
MK05	MK05	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.		x	x								
MK06	MK06	Select, monitor and manage sales and distribution channels.		x	x								
MK07	MK07	Determine and adjust prices to maximize return while maintaining customer perception of value.		x	x								
MK08	MK08	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.		x	x								
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a desired outcome.		x	x								
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.		x	x								

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Marketing Communications Focus Area

2016

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Focus Area Knowledge and Skills (CTE standards)

			Business Computer Appli									
			Marketing I									
			Marketing II									
			Intro to Business									
			Arts & Entertainment Mark									
			Marketing Lab									
			Accounting 1									
			Accounting II									
			Personal Financ									
			Management									
CCTC	Code Number	KS Statement	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	YES
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.	x		x							
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.			x							
MK-COM 3	MKMC03	Access, evaluate and disseminate information to enhance marketing decision-making processes.			x							
MK-COM 4	MKMC04	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.			x							
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.	x		x							

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Marketing Management Focus Area2016

Skills-to-Course Matrix

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Focus Area Knowledge and Skills (CTE standards)

			Basic BusinessMarketing IMarketing IIIntro to BusinessSports & EntertainmentMarketing IIIAccounting IAccounting IIPersonal FinanceManagement									
CCTC	Code Number	KS Statement	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA YES
MK-MGT 1	MKMG01	Plan, organize and lead marketing staff to achieve business goals.		x	x		x	x				x
MK-MGT 2	MKMG02	Plan, manage and monitor day-to-day marketing management operations.		x	x		x	x				x
MK-MGT 3	MKMG03	Plan, manage and organize to meet the requirements of the marketing plan.		x	x		x	x				x
MK-MGT 4	MKMG04	Access, evaluate and disseminate information to aid in making marketing management decisions.		x	x		x	x				x
MK-MGT 5	MKMG05	Determine and adjust prices to maximize return and meet customers' perceptions of value.		x	x		x	x	x			x
MK-MGT 6	MKMG06	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.		x	x		x	x				x
MK-MGT 7	MKMG07	Communicate information about products, services, images and/or ideas.		x	x		x	x				x

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Marketing Research Focus Area

2016

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Focus Area Knowledge and Skills (CTE standards)

			Business Computer Appli	Marketing I	Marketing II	Intro to Business	Arts & Entertainment Mar	Marketing Lab	Accounting 1	Accounting II	Personal Financ	Management
CCTC	Code Number	KS Statement	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA YES
MK-RES 1	MKRS01	Plan, organize and manage day-to-day marketing research activities.		x	x		x	x				x
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing business decisions.		x	x		x	x				x
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.		x	x		x	x				x

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Merchandising Focus Area

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Business Computer Appr:

Marketing I

Marketing II

Intro to Business

© & Entertainment Mark

Marketing Lab

Accounting 1

Accounting II

Personal Finance

Management

[illegible]

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Professional Sales Focus Area

2016

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Focus Area Knowledge and Skills (CTE standards)

			Business Computer Applications Marketing I Marketing II Intro to Business Arts & Entertainment Marketing Marketing Lab Accounting I Accounting II Personal Finance Management									
CCTC	Code Number	KS Statement	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA NO	TSA YES
MK-2	MKSL01	Apply sales techniques to meet client needs and wants.					x	x				
MK-SAL 1	MKSL02	Access, evaluate and disseminate sales information					x	x				
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.					x	x				