High School Name:	**Hillsboro High School**
Community College Name:	**Portland Community College**
CTE Program of Study Name:	**Marketing**
Date:	**3/15/2018**

Marketing Cluster

2018

Skills-to-Course Matrix

Cluster Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting 1	Accounting 2	Marketing 1	Marketing 2	IB DP Business	Personal Finance	Marketing L...	Computer K...	Computer A...
			TSA No	TSA NO	TSA NO	TSA NO	TSA Yes	TSA NO	TSA NO	TSA NO	TSA NO
MK01	MK01	Describe the impact of economics, economics systems and entrepreneurship on marketing.			x	x	x	x	x		
MK02	MK02	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.			x	x	x		x		
MK03	MK03	Plan, monitor, manage and maintain the use of financial resources for marketing activities.	x	x	x	x	x	x	x		
MK04	MK04	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.	x	x	x	x	x		x	x	x
MK05	MK05	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.	x	x	x	x	x	x	x	x	x
MK06	MK06	Select, monitor and manage sales and distribution channels.	x	x	x	x	x		x		
MK07	MK07	Determine and adjust prices to maximize return while maintaining customer perception of value.			x	x	x		x		
MK08	MK08	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.			x	x	x		x		
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a desired outcome.			x	x	x		x		
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.			x	x	x		x	x	x

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Marketing Communications Focus Area

2018

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting TSA No	Accounting TSA NO	Marketing TSA NO	Marketing TSA NO	IB DP Busin TSA Yes	Personal Fi TSA NO	Marketing TSA NO	Computer M TSA NO	Computer TSA NO
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.			x	x	x		x	x	x
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.			x	x	x		x	x	x
MK-COM 3	MKMC03	Access, evaluate and disseminate information to enhance marketing decision-making processes.			x	x	x		x		
MK-COM 4	MKMC04	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.			x	x	x		x	x	x
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.			x	x	x		x	x	x

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Marketing Management Focus Area

2018

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting (TSA No)	Accounting (TSA NO)	Marketing 1 (TSA NO)	Marketing 2 (TSA NO)	IB DP Business (TSA Yes)	Personal Fin (TSA NO)	Marketing L- (TSA NO)	Computer K- (TSA NO)	Computer A- (TSA NO)
MK-MGT 1	MKMG01	Plan, organize and lead marketing staff to achieve business goals.			x	x			x		
MK-MGT 2	MKMG02	Plan, manage and monitor day-to-day marketing management operations.			x	x			x		
MK-MGT 3	MKMG03	Plan, manage and organize to meet the requirements of the marketing plan.			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		
MK-MGT 6	MKMG06	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.			x	x	x		x		
MK-MGT 7	MKMG07	Communicate information about products, services, images and/or ideas.			x	x	x		x	x	x

Marketing Research Focus Area

2018

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting TSA No	Accounting TSA NO	Marketing TSA NO	Marketing TSA NO	IB DP Busin TSA Yes	Personal Fin TSA NO	Marketing L TSA NO	Computer K TSA NO	Computer A TSA NO
MK-RES 1	MKRS01	Plan, organize and manage day-to-day marketing research activities.			x	x	x		x		
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing business decisions.			x	x	x		x		
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.			x	x	x		x	x	x

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Date:		**3/15/2018**

Merchandising Focus Area

2018

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting TSA No	Accounting TSA NO	Marketing TSA NO	Marketing TSA NO	IB DP Busi TSA Yes	Personal Fi TSA NO	Marketing TSA NO	Computer TSA NO	Computer TSA NO
MK-MER 1	MKMD01	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.			x	x	x		x		
MK-MER 2	MKMD02	Plan, manage and monitor day-to-day merchandising activities			x	x	x		x		
MK-MER 3	MKMD03	Move, store, locate and/or transfer ownership of retail goods and services.							x		
MK-MER 4	MKMD04	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.	x	x	x	x	x		x		x
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.	x	x	x	x	x		x		
MK-MER 6	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.							x		
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.			x	x	x		x	x	x
MK-MER 8	MKMD08	Create and manage merchandising activities that provide for client needs and wants.			x	x	x		x		

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Professional Sales Focus Area

2018

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Accounting TSA No	Accounting TSA NO	Marketing TSA NO	Marketing TSA NO	IB DP Busin. TSA Yes	Personal Fin. TSA NO	Marketing TSA NO	Computer TSA NO	Computer TSA NO
MK-2	MKSL01	Apply sales techniques to meet client needs and wants.			x	x	x		x		
MK-SAL 1	MKSL02	Access, evaluate and disseminate sales information	x	x	x	x	x		x		x
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.				x	x		x		