# 2019
## Skills-to-Course Matrix

**MARKETING**
**Aloha High School**
**Portland Community College**
**Sep-19**

## Marketing Cluster

| CCTC* | Code Number | Cluster Knowledge and Skills (CTE standards) — KS Statement | Accounting I | Accounting I | Accounting II | Accounting II | Intro to Business | Marketing 1 | Marketing 2 | Marketing 2 | Marketing 3 | Marketing 3 | Computer Business Applications | [Course 8 Name] | [Course 9 Name] | [Course 10 Name] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | B7011 | B7012 | B7021 | B7022 | B405X | B601X | B6021 | B6022 | B6031 | B6032 | B300X | [Course Number] | [Course Number] | [Course Number] |
| | | | 12104 | 12104 | 12104 | 12104 | 12051 | 12152 | 12152 | 12152 | 12152 | 12152 | 10005 | [NCES Code] | [NCES Code] | [NCES Code] |
| | | | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | [# of Credits] | [# of Credits] | [# of Credits] |
| | | | N | N | N | N | N | Y | Y | Y | N | N | N | [TSA--Y or N?] | [TSA--Y or N?] | [TSA--Y or N?] |
| MK01 | MK01 | Describe the impact of economics, economics systems and entrepreneurship on marketing. | x | 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 | 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 | | | | | | | | |
| MK06 | MK06 | Select, monitor and manage sales and distribution channels. | | | | | | | x | x | x | x | | | | |
| MK07 | MK07 | Determine and adjust prices to maximize return while maintaining customer perception of value. | | | | | | x | x | x | 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 | x | 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 | x | | | |

*CCTC -- Common Career Technical Core, from the National Career Clusters® Initiative

# 2019
## Skills-to-Course Matrix

**[CTE Program of Study Name]**

**[High School Name]**

**[Community College Name]**

**[Date]**

### Marketing Communications Focus Area

| | | | Accounting I | Accounting I | Accounting II | Accounting II | Intro to Business | Marketing 1 | Marketing 2 | Marketing 2 | Marketing 3 | Marketing 3 | Computer Business Applications |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | B7011 | B7012 | B7021 | B7022 | B405X | B601X | B6021 | B6022 | B6031 | B6032 | B300X |
| | | | 12104 | 12104 | 12104 | 12104 | 12051 | 12152 | 12152 | 12152 | 12152 | 12152 | 10005 |
| | **Focus Area** Knowledge and Skills (CTE standards) | | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| CCTC* | Code Number | KS Statement | N | N | N | N | N | Y | Y | Y | N | N | N |
| 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 | |
| MK-COM 3 | MKMC03 | Access, evaluate and disseminate information to enhance marketing decision-making processes. | | | | | x | x | 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 | |
| MK-COM 5 | MKMC05 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. | x | x | | | | x | x | x | x | x | |

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# 2019
## Skills-to-Course Matrix

**[CTE Program of Study Name]**
**[High School Name]**
**[Community College Name]**
**[Date]**

### Marketing Management Cluster

| CCTC* | Code Number | KS Statement | Accounting I | Accounting I | Accounting II | Accounting II | Intro to Business | Marketing 1 | Marketing 2 | Marketing 2 | Marketing 3 | Marketing 3 | Computer Business Applications |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | B7011 | B7012 | B7021 | B7022 | B405X | B601X | B6021 | B6022 | B6031 | B6032 | B300X |
| | | | 12104 | 12104 | 12104 | 12104 | 12051 | 12152 | 12152 | 12152 | 12152 | 12152 | 10005 |
| | | Cluster Knowledge and Skills (CTE standards) | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| | | | N | N | N | N | N | Y | Y | Y | N | N | N |
| MK-MGT 1 | MKMG01 | Plan, organize and lead marketing staff to achieve business goals. | | | | | | | | | X | X | |
| MK-MGT 2 | MKMG02 | Plan, manage and monitor day-to-day marketing management operations. | X | X | 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 | X | | | X | X | |
| MK-MGT 4 | MKMG04 | Access, evaluate and disseminate information to aid in making marketing management decisions. | X | X | X | 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 | 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 | X |

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## Skills-to-Course Matrix

**[CTE Program of Study Name]**
[High School Name]
[Community College Name]
[Date]

### Marketing Research Cluster

**Instructions**: 1) Enter the Program of Study name above.  2) Enter your high school name. 3) Enter the community college name.  4) Enter the date.  5) Click on the cell for Course 1 Name, Course 2 Name, etc., and replace with your POS course names--secondary and first year of post-secondary. 6) Enter school course numbers. 7) Enter NCES code for the course (secondary only). 8) Enter number of credits awarded.  9) Identify those courses that trigger the TSA for this POS. 10) Finally, check those standards that are taught with intent and purpose, and are assessed in each course.  Note: The optional Focus Area tabs below are included for those POSs that have a very specific industry fociusare using those skill sets for multiple options in a Progam of Study or if you want to use another set of industry validated standards.

| CCTC* | Code Number | KS Statement | Accounting I | Accounting I | Accounting II | Accounting II | Intro to Business | Marketing 1 | Marketing 2 | Marketing 2 | Marketing 3 | Marketing 3 | Computer Business Applications |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | B7011 | B7012 | B7021 | B7022 | B405X | B601X | B6021 | B6022 | B6031 | B6032 | B300X |
| | | | 12104 | 12104 | 12104 | 12104 | 12051 | 12152 | 12152 | 12152 | 12152 | 12152 | 10005 |
| | **Cluster** Knowledge and Skills (CTE standards) | | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| | | | N | N | N | N | N | Y | Y | Y | N | N | N |
| 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 | X | X | |

# 2019

## Skills-to-Course Matrix

**[CTE Program of Study Name]**
**[High School Name]**
**[Community College Name]**
**[Date]**

### Finance Cluster

| CCTC* | Code Number | KS Statement | Accounting I | Accounting I | Accounting II | Accounting II | Intro to Business | Marketing 1 | Marketing 2 | Marketing 2 | Marketing 3 | Marketing 3 | Computer Business Applications |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | B7011 | B7012 | B7021 | B7022 | B405X | B601X | B6021 | B6022 | B6031 | B6032 | B300X |
| | | | 12104 | 12104 | 12104 | 12104 | 12051 | 12152 | 12152 | 12152 | 12152 | 12152 | 10005 |
| | | **Cluster Knowledge and Skills (CTE standards)** | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| | | | N | N | N | N | N | Y | Y | Y | N | N | N |
| MK-MER 1 | MKMD01 | Plan, organize and lead merchandising staff to enhance selling and merchandising skills. | x | x | | | | | 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 | x | | | x | | x | x | x | x | |
| MK-MER 4 | MKMD04 | Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities. | | | | | | 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 | x | x | x | x | |
| MK-MER 6 | MKMD06 | Obtain, develop, maintain and improve a product or service mix to respond to market opportunities. | | | | | | x | x | x | x | x | |
| MK-MER 7 | MKMD07 | Communicate information about retail products, services, images and/or ideas. | | | | | | | 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 | x | |

# 2019

## Skills-to-Course Matrix

**[CTE Program of Study Name]**
**[High School Name]**
**[Community College Name]**
**[Date]**

### Professional Sales Cluster

| CCTC* | Code Number | KS Statement | Accounting I B7011 12104 0.5 N | Accounting I B7012 12104 0.5 N | Accounting II B7021 12104 0.5 N | Accounting II B7022 12104 0.5 N | Intro to Business B405X 12051 0.5 N | Marketing 1 B601X 12152 0.5 Y | Marketing 2 B6021 12152 0.5 Y | Marketing 2 B6022 12152 0.5 Y | Marketing 3 B6031 12152 0.5 N | Marketing 3 B6032 12152 0.5 N | Computer Business Applications B300X 10005 0.5 N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cluster Knowledge and Skills (CTE standards)** | | | | | | | | | | | | | |
| MK-2 | MKSL01 | Apply sales techniques to meet client needs and wants. | X | X | X | X | X | | X | X | X | X | |
| MK-SAL 1 | MKSL02 | Access, evaluate and disseminate sales information | | | | | X | X | X | X | X | X | |
| MK-SAL 3 | MKSL03 | Apply sales techniques to meet client needs and wants. | X | X | | | | | X | X | X | X | X |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |