2019 **Skills-to-Course Matrix**

Marketing Cluster

Liberty High School Portland Community College 26-Apr-19

Marketing Cluster

<u>Instructions</u>: 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 <u>taught with intent and purpose</u>, and are <u>assessed</u> in

each c	ourse. Note: pecific industr	The optional Focus Area tabs below are included for those POSs that have a y fociusare using those skill sets for multiple options in a Progam of Study or if other set of industry validated standards.	Marketing 1	Sports Entertainment	Liberty Marketing and	MarketingLab	Personal Finance	(Course T Name)	(Course T Marne)	(Course 8 Marne)	(Course 9 Marne)	(Course to Marne)
			121521X	1216301/1216302	1216611/1216611P	121610X	192620X	[Course Number]	[Course Number]	[Course Number]	[Course Number]	[Course Number]
			12152	12163	12199	12161	22210	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]
		Cluster Knowledge and Skills (CTE standards)	.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
CCTC*	Code Number		Y	Y	Y	Y	Υ	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]
MK01	MK01	Describe the impact of economics, economics systems and entrepreneurship on marketing.	x									
MK02	MK02	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.										
MK03	MK03	Plan, monitor, manage and maintain the use of financial resources for marketing activities.	x	х	х	х	x					
MK04	MK04	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.			х	Х						
MK05	MK05	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.		х								
MK06	MK06	Select, monitor and manage sales and distribution channels.										
MK07	MK07	Determine and adjust prices to maximize return while maintaining customer perception of										
		value.				Х						
MK08	MK08	Obtain, develop, maintain and improve a product or service mix in response to market										
		opportunities.	Х	X		Х						
	МК09	Communicate information about products, services, images and/or ideas to achieve a	Х	X	X	Х						
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.	Х		X	х						

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

2019 Skills-to-Course Matrix Marketing Cluster Liberty High Sales 1

Liberty High School Portland Community College 26-Apr-19

Marketing Communications Focus Area

<u>Instructions</u>: 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,

those POS	s that have a ve	course. Note: The optional Focus Area tabs below are included for ery specific industry fociusare using those skill sets for multiple udy or if you want to use another set of industry validated standards.	Marketing 1	Sports Entertain	Liberty Marketin	Marketing Lab	Personal Finance	Course 1 Warner	Course 7 Marrie	Course & Warner	Contre o Walter	(Course 10 Main
			121521X	1216301/1216302	1216611/1216611P	121610X	192620X	[Course Number]				
			12152	12163	12199	12161	22210	[NCES Code]				
	Focus A	rea Knowledge and Skills (CTE standards)	.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]				
CCTC*	Code Number	KS Statement	Υ	Υ	Υ	Υ	N	[TSAY or N?]				
MK-COM 1		Apply techniques and strategies to convey ideas and information through marketing communications.	x	x	х							
MK-COM 2		Plan, manage and monitor day-to-day activities of marketing communications operations.				х						
MK-COM 3		Access, evaluate and disseminate information to enhance marketing decision-making processes.	х	x	х	х						
MK-COM 4		Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.	х		х	x						
MK-COM 5		Communicate information about products, services, images and/or ideas to achieve a desired outcome.	х		х	X						

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



Marketing Cluster

CCTC*

MK-MGT 1

MK-MGT 2

MK-MGT 3

MK-MGT 4

MK-MGT 5

MK-MGT 6

MK-MGT 7

Liberty High School Portland Community College 26-Apr-19

Code Number

MKMG01

MKMG02

MKMG03

MKMG04

MKMG05

MKMG06

MKMG07

Marketing Management Cluster

<u>Instructions</u>: 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 f multiple options in a Progam of Study or if you want to use another set of industry validated standards.

Cluster Knowledge and Skills (CTE standards)

market opportunities.

Communicate information about products, services, images and/or ideas.

er)) F sec th	number of credits awarded. 9) Identify those courses that trigger Finally, check those standards that are taught with intent and in each course. Note: The optional Focus Area tabs below are nat have a very specific industry fociusare using those skill sets for am of Study or if you want to use another set of industry validated	Marketing 1	Sports Entertainment a	The Liberty Marketing and M	Marketing Lab	Personal Finance	(Course 1 Warre)	(Course 1 Marne)	(Course & Name)	(Course 9 Marne)	(Course to Marne)
	!	121521X	1216301/1216302	1216611/1216611P	121610X	192620X	[Course Number]	[Course Number]	[Course Number]	[Course Number]	[Course Number]
		12152	12163	12199	12161	22210	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]
te	r Knowledge and Skills (CTE standards)	.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
er	KS Statement	Υ	Υ	Υ	Υ	Υ	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]
	Plan, organize and lead marketing staff to achieve business goals.										
	Plan, manage and monitor day-to-day marketing management operations.				X						
	Plan, manage and organize to meet the requirements of the marketing plan.										
	Access, evaluate and disseminate information to aid in making marketing management decisions.										
	Determine and adjust prices to maximize return and meet customers' perceptions of value.				X						
	Obtain, develop, maintain and improve a product or service mix in response to	.,			.,						



Marketing Cluster
Liberty High School
Portland Community College
26-Apr-19

Code Number

MKRS01

MKRS02

MKRS03

CCTC*

MK-RES 1

MK-RES 2

MK-RES 3

Marketing Research Cluster

<u>Instructions</u>: 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.

Cluster Knowledge and Skills (CTE standards)

Use information systems and tools to make marketing research decisions.

ef 6) er 0) se	Program of Study name above. 2) Enter your high school name. ollege name. 4) Enter the date. 5) Click on the cell for Course 1 tc., and replace with your POS course namessecondary and first Enter school course numbers. 7) Enter NCES code for the course number of credits awarded. 9) Identify those courses that trigger Finally, check those standards that are taught with intent and do in each course. Note: The optional Focus Area tabs below are nat have a very specific industry fociusare using those skill sets for am of Study or if you want to use another set of industry validated	Marketing 1	Sports Entertainment a	Ind Event Marketing and M	Marketing Lab	Personal Finance	(Course T Name)	Course 1 Name 1	(Course & Name)	(Course 9 Marne)	Course 10 Mariel
		121521X	1216301/1216302	1216611/1216611P	121610X	192620X	[Course Number]	[Course Number]	[Course Number]	[Course Number]	[Course Number]
		12152	12163	12199	12161	22210	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]
te	r Knowledge and Skills (CTE standards)	.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
er	KS Statement	Υ	Υ	Υ	Υ	Υ	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]
	Plan, organize and manage day-to-day marketing research activities.	(
	Design and conduct research activities to facilitate marketing business decisions.	,		V	,						
	l IX	(1	IX I	X .	I	1				

71114 **Skills-to-Course Matrix**

		Skills-to-Course Matrix										
Marketi Liberty Hig Portland Co 26-Apr-19	h Schoo											
•		Merchandising 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 namessecondary 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.			e	Entertainment	and Event Marketing and h	Managementing Lab	alfinance	e T Marnel	e T Name I	e 8 Martel	e 9 Harrel	a no war
			Marketi	GPORTS	iberty	Market.	gerson	COURSE	Contac	Conse	Coniga	Contre
			121521X	500 ^{1,5} 1216301/1216302	Jiloerts 1216611P	Nar ^{Kett} 121610X	98 ¹⁵ 0 ^{TX}	Course Number	Course Number	Course Number	Course Number	Course Nur
			, ,					[Course Number]	[Course Number]	[Course Number]	[Course Number]	+ -
	rogam of S	Study or if you want to use another set of industry validated standards.	121521X	1216301/1216302 12163 1.0 credits	1216611/1216611P 12199 1.0 credits	121610X 12161 12161 .5 credits	192620X 22210 .5 credits	[Course Number] [NCES Code] [# of Credits]	[NCES Code]	[NCES Code]	[NCES Code]	[Course Nu
options in a P	rogam of S		121521X 12152	12163	12199	12161	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
options in a P	rogam of S Clus de Number	Study or if you want to use another set of industry validated standards. ter Knowledge and Skills (CTE standards)	121521X 12152 .5 credits	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	[NCES C
CCTC* Cod MK-MER 1 MKN MK-MER 2 MKN	Clus de Number MD01	Study or if you want to use another set of industry validated standards. ter Knowledge and Skills (CTE standards) KS Statement	121521X 12152 .5 credits	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
CCTC* Cod MK-MER 1 MKN MK-MER 2 MKN MK-MER 3 MKN	Clus de Number MD01 MD02 MD03	Etudy or if you want to use another set of industry validated standards. Let Knowledge and Skills (CTE standards) KS Statement Plan, organize and lead merchandising staff to enhance selling and merchandising skills. Plan, manage and monitor day-to-day merchandising activities Move, store, locate and/or transfer ownership of retail goods and services.	121521X 12152 .5 credits	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
CCTC* Coo MK-MER 1 MKN MK-MER 2 MKN MK-MER 3 MKN MK-MER 4 MKN	Clus de Number MD01 MD02 MD03 MD04	ter Knowledge and Skills (CTE standards) KS Statement Plan, organize and lead merchandising staff to enhance selling and merchandising skills. Plan, manage and monitor day-to-day merchandising activities Move, store, locate and/or transfer ownership of retail goods and services. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.	121521X 12152 .5 credits Y	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
CCTC* COOM MK-MER 1 MKN MK-MER 2 MKN MK-MER 3 MKN MK-MER 4 MKN MK-MER 5 MKN	Clus de Number MD01 MD02 MD03 MD04 MD05	ter Knowledge and Skills (CTE standards) KS Statement Plan, organize and lead merchandising staff to enhance selling and merchandising skills. Plan, manage and monitor day-to-day merchandising activities Move, store, locate and/or transfer ownership of retail goods and services. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities. Determine and adjust prices to maximize return and meet customers' perceptions of value.	121521X 12152 .5 credits Y	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
CCTC* Coo MK-MER 1 MKN MK-MER 2 MKN MK-MER 3 MKN MK-MER 4 MKN	Clus de Number MD01 MD02 MD03 MD04 MD05	ter Knowledge and Skills (CTE standards) KS Statement Plan, organize and lead merchandising staff to enhance selling and merchandising skills. Plan, manage and monitor day-to-day merchandising activities Move, store, locate and/or transfer ownership of retail goods and services. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities. Determine and adjust prices to maximize return and meet customers' perceptions of	121521X 12152 .5 credits Y	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C
CCTC* COOM MK-MER 1 MKN MK-MER 2 MKN MK-MER 3 MKN MK-MER 4 MKN MK-MER 5 MKN	Clus de Number MD01 MD02 MD03 MD04 MD05 MD06 MD07	ter Knowledge and Skills (CTE standards) KS Statement Plan, organize and lead merchandising staff to enhance selling and merchandising skills. Plan, manage and monitor day-to-day merchandising activities Move, store, locate and/or transfer ownership of retail goods and services. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities. Determine and adjust prices to maximize return and meet customers' perceptions ovalue. Obtain, develop, maintain and improve a product or service mix to respond to	121521X 12152 .5 credits Y	12163 1.0 credits	12199	12161 .5 credits	22210	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES Code] [# of Credits]	[NCES C

7(114 Skills-to-Course Matrix

Marketing Cluster

CCTC* Code Number

MK-SAL 1 MKSL02

MK-SAL 3 MKSL03

MKSL01

Liberty High School
Portland Community College
26-Apr-19

Professional Sales Cluster

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Cluster Knowledge and Skills (CTE standards)

Apply sales techniques to meet client needs and wants.

Apply sales techniques to meet client needs and wants.

Access, evaluate and disseminate sales information

KS Statement

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r the <u>e,</u> for ptions	Marketing 1	Sports Entertainment?	Liberty Marketing and	Marketing Lab	reonal Finance	ourse T Warrel	ourse Thames	Course a Name 1	ourse 9 Marine 1	Course 10 Mariel	
	121521X	යුදිරි 1216301/1216302	نان 1216611/1216611P	121610X	ද ^{ල්} 192620X	(Course Number)	(Course Number)		(Course Number)	(Course Number]	
	12152	12163	12199	12161	22210	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	[NCES Code]	
	.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	
	Υ	Y	Y	Y	Y	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	[TSAY or N?]	
			х	х							
				х							
		I	1	x	1	ı	I				