2019
Skills-to-Course Matrix

Marketing Cluster

Liberty High School

Portland Community College

26-Apr-19

Marketing Cluster

CCTC*	Code Number	KS Statement	Marketing 1	Sports Entertainment and Event Marketing	Liberty Marketing and Management	Marketing Lab	Personal Finance	[Course 7 Name]	[Course 7 Name]	[Course 8 Name]	[Course 9 Name]	[Course 10 Name]
			121521X	1216301/1216302	1216611/1216611P	121610X	192620X	[Course Number]	[Course Number]	[Course Number]	[Course Number]	[Course Number]
		Cluster Knowledge and Skills (CTE standards)	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]
			Y	Y	Y	Y	Y	[TSA--Y or N?]	[TSA--Y or 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									
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	x	x	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								
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.				x						
MK08	MK08	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.	x	x		x						
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a	x	x	x	x						
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.	x		x	x						

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

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Marketing Communications Focus Area

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 <u>taught with intent and purpose</u>, and are <u>assessed</u> in each course. Note: The optional Focus Area tabs below are included for those POSs that have a very specific industry focus are 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	**Focus Area Knowledge and Skills (CTE standards)** / KS Statement	Marketing 1	Sports Entertainment and Event Marke.	Liberty Marketing and Management	Marketing Lab	Personal Finance	[Course 7 Name]	[Course 7 Name]	[Course 8 Name]	[Course 9 Name]	[Course 10 Name]
			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]
			.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
			Y	Y	Y	Y	N	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.	X	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	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						
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.	X		X	X						

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Marketing Management 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.

			Marketing 1	Sports Entertainment and Event Marketing	Liberty Marketing and Management	Marketing Lab	Personal Finance	[Course 7 Name]	[Course 7 Name]	[Course 8 Name]	[Course 9 Name]	[Course 10 Name]
			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**	**KS Statement**	Y	Y	Y	Y	Y	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]
MK-MGT 1	MKMG01	Plan, organize and lead marketing staff to achieve business goals.										
MK-MGT 2	MKMG02	Plan, manage and monitor day-to-day marketing management operations.				X						
MK-MGT 3	MKMG03	Plan, manage and organize to meet the requirements of the marketing plan.										
MK-MGT 4	MKMG04	Access, evaluate and disseminate information to aid in making marketing management decisions.										
MK-MGT 5	MKMG05	Determine and adjust prices to maximize return and meet customers' perceptions of value.				X						
MK-MGT 6	MKMG06	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.	X			X						
MK-MGT 7	MKMG07	Communicate information about products, services, images and/or ideas.	X		X	X						

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Marketing Research Cluster

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			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]
			.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
		Cluster Knowledge and Skills (CTE standards)	Y	Y	Y	Y	Y	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]
MK-RES 1	MKRS01	Plan, organize and manage day-to-day marketing research activities.	x									
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing business decisions.	x		x	x						
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.										

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Merchandising Cluster

CCTC*	Code Number	Cluster Knowledge and Skills (CTE standards) — KS Statement	Marketing 1	Sports Entertainment and Event Marke...	Liberty Marketing and Management	Marketing Lab	Personal Finance	[Course 7 Name]	[Course 7 Name]	[Course 8 Name]	[Course 9 Name]	[Course 10 Name]
			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]
			.5 credits	1.0 credits	1.0 credits	.5 credits	.5 credits	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]	[# of Credits]
			Y	Y	Y	Y	Y	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]
MK-MER 1	MKMD01	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.										
MK-MER 2	MKMD02	Plan, manage and monitor day-to-day merchandising activities				X						
MK-MER 3	MKMD03	Move, store, locate and/or transfer ownership of retail goods and services.										
MK-MER 4	MKMD04	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.										
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.	X			X						
MK-MER 6	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.	X	X		X						
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.		X		X						
MK-MER 8	MKMD08	Create and manage merchandising activities that provide for client needs and wants.	X		X							

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Professional Sales Cluster

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			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]
			Y	Y	Y	Y	Y	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]	[TSA--Y or N?]
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						
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.				x						