High School Name: Community College Name:

Date:

CTE Program of Study Name:

Portland Community College

Marketing 12/1/2016

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 Progam of Study or if you want to use

	Cluster	Knowledge and Skills (CTE standards)	8A 101	BA111	BA 131	8A 20'5	BA 235	8A 280	8A 238	8A223	CAS 109
CCTC	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
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.									
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			
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.									
MK08	MK08	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.								х	
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a desired outcome.							v	v	
MK10	MK10	Use marketing strategies and processes to determine and meet	^			^	^		^	^	
		client needs and wants.	Х							Х	

Community College Name: Portland Community College CTE Program of Study Name:

Marketing 12/1/2016 Date:

Marketing Communications Focus Area

2016

Skills-to-Course Matrix

<u>Instructions</u>: 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

Focus Area Knowledge and Skills (CTE standards)			BAJOJ	BAZZZ	BA 131	8N 2013	8A235	8A 28U	BA 236	BAZZS	UR 301
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.			х		х	х		х	
MK-COM 2		Plan, manage and monitor day-to-day activities of marketing communications operations.			х		х	х			
MK-COM 3	МКМС03	Access, evaluate and disseminate information to enhance marketing decision-making processes.					x			х	
MK-COM 4		Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market					x			х	
MK-COM 5		Communicate information about products, services, images			x		x			x	

Community College Name: Portland Community College

CTE Program of Study Name: Marketing
Date: 12/1/2016

Marketing Management Focus Area

2016

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

response to market opportunities.

MK-MGT 6

MK-MGT 7

MKMG06

MKMG07

Obtain, develop, maintain and improve a product or service mix in

Communicate information about products, services, images and/or

<u>Instructions</u>: 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

		_	BA	BA	BA	BA	BA	BA	BAL	BA	CAS
ССТС	Code Number	KS Statement	TSA?								
MK-MGT 1	MKMG01	Plan, organize and lead marketing staff to achieve business goals.									
MK-MGT 2		Plan, manage and monitor day-to-day marketing management operations.									
MK-MGT 3	MKMG03	Plan, manage and organize to meet the requirements of the marketing plan.									
MK-MGT 4		Access, evaluate and disseminate information to aid in making marketing management decisions.									
MK-MGT 5		Determine and adjust prices to maximize return and meet customers' perceptions of value.									

102

Community College Name: Portland Community College

CTE Program of Study Name: Marketing
Date: 12/1/2016

Marketing Research Focus Area

2016

Skills-to-Course Matrix

<u>Instructions</u>: 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

Focus Area Knowledge and Skills (CTE standards)

ADT BAILT BAIST BAIDS BAISS BAISS BAISS C

ССТС	Code Number	KS Statement	TSA?								
MK-RES 1	MKRS01	Plan, organize and manage day-to-day marketing research									
		activities.						x		Х	
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing									
		business decisions.			х	Х				Х	1
MK-RES 3	MKRS03	Use information systems and tools to make marketing research									
		decisions.				х				l '	1

Community College Name: Portland Community College

CTE Program of Study Name: Marketing
Date: 12/1/2016

Merchandising Focus Area

2016

Skills-to-Course Matrix

<u>Instructions</u>: 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

Focus Area Knowledge and Skills (CTE standards)		84707	8A 111	BA 131	8A 205	8A 2353	BA 280	BA 238	8A223	CAS 109	
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
MK-MER	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									
MK-MER	MKMD03	Move, store, locate and/or transfer ownership of retail goods and services.									
MK-MER	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	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.							x	x	
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.			x				х		
MK-MER	MKMD08	Create and manage merchandising activities that provide for client needs and wants.							x	x	

Community College Name: Portland Community College

CTE Program of Study Name: Marketing 12/1/2016 Date:

Professional Sales Focus Area

2016

Skills-to-Course Matrix

<u>Instructions</u>: 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

Focus Area Knowledge and Skills (CTE standards)

<u>!</u>	·ocus Area	Knowledge and Skills (CTE standards)	88201	BA111	BA 131	80205	80235	8A280	BA 238	BA 223	US 709
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
MK-2	MKSL01	Apply sales techniques to meet client needs and wants.							х		
MK-SAL 1	MKSL02	Access, evaluate and disseminate sales information							x		
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.									