

High School Name:  
Community College Name:  
CTE Program of Study Name:  
Date:

Mountainside High School  
Portland Community College  
Marketing  
4/30/2017

## 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 Program of Study or if you want to use another set of industry validated standards.

### Cluster Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Marketing 1	Digital Marketing	Intro to Sports Management	Course 4	Course 5	Course 6
MK01	MK01	Describe the impact of economics, economics systems and entrepreneurship on marketing.	X		Marketing 1	TBD		
MK02	MK02	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.	X	X	X	TBD		
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	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.				TBD		
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			
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a desired outcome.		X	X			
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.		X	X			

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Marketing Communications Focus Area

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Skills-to-Course Matrix

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Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Marketing	Digital Mar	Intro to Spo	Course 4	Course 5	Course 6
			Yes	TSA?	TSA?	TSA?	TSA?	TSA?
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.	TBD					
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.	TBD					
MK-COM 3	MKMC03	Access, evaluate and disseminate information to enhance marketing decision-making processes.	TBD					
MK-COM 4	MKMC04	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.	TBD					
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.	TBD					

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## Marketing Management Focus Area

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### Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Yes	TSA?	TSA?	TSA?	TSA?	TSA?
MK-MGT 1	MKMG01	Plan, organize and lead marketing staff to achieve business goals.	TBD					
MK-MGT 2	MKMG02	Plan, manage and monitor day-to-day marketing management operations.	TBD					
MK-MGT 3	MKMG03	Plan, manage and organize to meet the requirements of the marketing plan.	TBD					
MK-MGT 4	MKMG04	Access, evaluate and disseminate information to aid in making marketing management decisions.	TBD					
MK-MGT 5	MKMG05	Determine and adjust prices to maximize return and meet customers' perceptions of value.	TBD					
MK-MGT 6	MKMG06	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.	TBD					
MK-MGT 7	MKMG07	Communicate information about products, services, images and/or ideas.	TBD					

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Marketing Research Focus Area

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Skills-to-Course Matrix

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Focus Area Knowledge and Skills (CTE standards)

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

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## Merchandising Focus Area

2016

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#### Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Marketing	Digital Mar	Intro to Sp	Course 4	Course 5	Course 6
			Yes	TSA?	TSA?	TSA?	TSA?	TSA?
MK-MER 1	MKMD01	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.	TBD					
MK-MER 2	MKMD02	Plan, manage and monitor day-to-day merchandising activities	TBD					
MK-MER 3	MKMD03	Move, store, locate and/or transfer ownership of retail goods and services.	TBD					
MK-MER 4	MKMD04	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.	TBD					
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.	TBD					
MK-MER 6	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.	TBD					
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.	TBD					
MK-MER 8	MKMD08	Create and manage merchandising activities that provide for client needs and wants.	TBD					

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Professional Sales Focus Area

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Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	Marketing	Digital Mar	Intro to Sp	Course 4	Course 5	Course 6
			Yes	TSA?	TSA?	TSA?	TSA?	TSA?
MK-2	MKSL01	Apply sales techniques to meet client needs and wants.	TBD					
MK-SAL 1	MKSL02	Access, evaluate and disseminate sales information	TBD					
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.	TBD					