

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

Region 2A High Schools
Portland Community College
Business/Marketing Program of Study
6/30/2013

Marketing Cluster

Skills-to-Course Matrix

Instructions: 1) Click on Sample High School above and 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 in each course. (You only need to use the optional Focus Area tabs 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

Cluster Knowledge and Skills (CTE standards)

Code Number	KS Statement
MKZ01.01	Use verbal and nonverbal communication skills in marketing, sales and services.
MKZ02.01	Exhibit professionalism in marketing, sales and services.
MKZ03.01	Use technology appropriate for marketing careers.
MKZ04.01	Implement employability and career development skills to obtain and progress in marketing, sales and service careers.
MKZ05.01	Apply problem-solving and critical-thinking skills to facilitate business success.
MKZ06.01	Employ technical marketing skills to understand and perform marketing, sales and service activities.
MKZ07.01	Implement, modify, and improve marketing systems to facilitate business activities.
MKZ08.01	Understand social behaviors as they apply to marketing, sales and services to better understand customers and the economic environment.
MKZ09.01	Create marketing materials and presentations while demonstrating innovation, creativity and imagination.
MKZ10.01	Use writing skills to enhance business opportunities in marketing, sales and services.
MKZ11.01	Apply mathematic and economic concepts relevant to marketing, sales and services.

PCC BA 101	TSA ²	PCC BA 111	TSA ²	PCC BA 131	TSA ²	PCC BA 223	TSA ²
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