High School Name:			**Westview High School**	
Community College Name:			**Portland Community College**	
CTE Program of Study Name:			**Marketing**	
Date:			**9/6/2016**	

Marketing Cluster

2016

Skills-to-Course Matrix

Cluster Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	MKTG I TSA?	MKTG II TSA?	MKTG III YES	ACCT I TSA?	ADV ACCT TSA?	Digital MKTG TSA?	Sports TSA?	Fashion 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.		x						
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		x		x	
MK05	MK05	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.	x	x	x	x	x	x	x	x
MK06	MK06	Select, monitor and manage sales and distribution channels.			x		x			
MK07	MK07	Determine and adjust prices to maximize return while maintaining customer perception of value.	x		x		x		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 desired outcome.	x	x	x		x	x	x	x
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.	x							

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Marketing Communications Focus Area

2016

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	MKTG I TSA?	MKTG II TSA?	MKTG III YES	ACCT I TSA?	ADV ACCT TSA?	Digital MKTG TSA?	Sports	Fashion
MK-COM 1	MKMC01	Apply techniques and strategies to convey ideas and information through marketing communications.	x	x	x			x		
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.		x	x					
MK-COM 3	MKMC03	Access, evaluate and disseminate information to enhance marketing decision-making processes.		x	x					
MK-COM 4	MKMC04	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market	x		x					
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.	x	x	x		x	x	x	x

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Marketing Management Focus Area

2016

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

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

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Marketing Research Focus Area

Skills-to-Course Matrix

2016

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	MKTG I TSA?	MKTG II TSA?	MKTG III YES	ACCT I TSA?	ADV ACCT TSA?	Digital MKTG TSA?	Sports TSA?	Fashion TSA?
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						
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.		x						

Merchandising Focus Area

2016

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	MKTG I TSA?	MKTG II TSA?	MKTG III YES	ACCT I TSA?	ADV ACCT TSA?	Digital MKTG TSA?	Sports TSA?	Fashion TSA?
MK-MER 1	MKMD01	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.			X					
MK-MER 2	MKMD02	Plan, manage and monitor day-to-day merchandising activities								
MK-MER 3	MKMD03	Move, store, locate and/or transfer ownership of retail goods and services.			X					
MK-MER 4	MKMD04	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.		X	X					X
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.	X		X		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	X		X	X	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 Focus Area

2016

Skills-to-Course Matrix

Focus Area Knowledge and Skills (CTE standards)

CCTC	Code Number	KS Statement	MKTG I TSA?	MKTG II TSA?	MKTG III YES	ACCT I TSA?	ADV ACCT TSA?	Digital MKTG TSA?	Sports TSA?	Fashion TSA?
MK-2	MKSL01	Apply sales techniques to meet client needs and wants.	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							