High School Name: Community College Name: 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 another set of industry validated standards.

	Cluster Knowledge and Skills (CTE standards)			BA 111	BA 131	8A 205	8h 235	84280	BA 238	84223	CAS 109
ССТС	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.	х						х	х	
MK02	MK02	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.			х						
MK03	MK03	Plan, monitor, manage and maintain the use of financial resources for marketing activities.		х							
MK04	MK04	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.									
MK05	MK05	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.	х					х		х	
MK06	MK06	Select, monitor and manage sales and distribution channels.								Х	
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	х	
MK09	MK09	Communicate information about products, services, images and/or ideas to achieve a desired outcome.			x	x	x		х		
MK10	MK10	Use marketing strategies and processes to determine and meet client needs and wants.					x		Х	x	

Community College Name:
CTE Program of Study Name:

Date:

Portland Community College Marketing

12/1/2016

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 each course.

Focus Area Knowledge and Skills (CTE standards)			BAJOT	BAJOI BAJII	BA 131	BA 205	84233	8A28U	BA 236	BAZZS	US 102
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	Х
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.									
MK-COM 3	MKMC03	Access, evaluate and disseminate information to enhance marketing decision-making processes.								X	
MK-COM 4	MKMC04	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.					Х			Х	
MK-COM 5	MKMC05	Communicate information about products, services, images and/or ideas to achieve a desired outcome.			x	x	х	Х		Х	Х

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

: 12/1/2016

Marketing Management 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 course.

	Focus Area Knowledge and Skills (CTE standards)		BAJOY	BALLE	BA 131	8A205	BA 233	8A 28U	8A 236	80223	CASIU
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
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.									
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.				х					
MK-MGT 5	MKMG05	Determine and adjust prices to maximize return and meet customers' perceptions of value.									
MK-MGT 6	MKMG06	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.								Х	
MK-MGT 7	MKMG07	Communicate information about products, services, images and/or ideas.			Х	Х				Χ	Х

Date:

Portland Community College Community College Name:

CTE Program of Study Name:

Marketing 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 assessed in each course.

Focus Area	Knowled	ge and	Skills	(CTE standards)
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Focus Area Knowledge and Skills (CTE standards)		8A 101	8A111	8A 131	8A 205	8A 235	8A 280	BA 238	8A223	CAS 108	
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
MK-RES 1	MKRS01	Plan, organize and manage day-to-day marketing research activities.									
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing business decisions.				х					
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.			X	X	X			x	х

Community College Name: CTE Program of Study Name:

Portland Community College Marketing 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 course.

	Focus Area Knowledge and Skills (CTE standards)		84707	8A 111	BA 131	&R 20'5	8A 235	8h 280	BA 238	BA 223	US 109
ССТС	Code Number	KS Statement	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?	TSA?
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									
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.					х				
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.									
MK-MER 6	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.								Х	
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.				X	х			X	x
MK-MER 8	MKMD08	Create and manage merchandising activities that provide for client needs and wants.									

Community College Name: CTE Program of Study Name: **Portland Community College** Marketing 12/1/2016

2016

Professional Sales Focus Area

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 course.

Focus Area Knowledge and Skills (CTE standards)

	Focus Are	ea Knowledge and Skills (CTE standards)	BAJOI	8A 111	BA 131	8A 205	&R 235	8A280	BA 238	8A223	CAS 109
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							Х		
MK-SAL 3	MKSL03	Apply sales techniques to meet client needs and wants.							х		