

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

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 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 | BA 101 | BA 111 | BA 131 | BA 205 | BA 235 | BA 280 | BA 238 | BA 223 | CAS 109 |
|------|-------------|--|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| MK01 | MK01 | Describe the impact of economics, economics systems and entrepreneurship on marketing. | X | | | | | | 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 | | | | | | | |
| 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. | X | | | | | | X | X | |
| MK06 | MK06 | Select, monitor and manage sales and distribution channels. | | | | | | | | X | |
| 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. | | | | | | | X | X | |
| MK09 | MK09 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. | | | X | X | X | | X | | |
| MK10 | MK10 | Use marketing strategies and processes to determine and meet client needs and wants. | | | | | X | | X | X | |

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Marketing Communications Focus Area

2016

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Focus Area Knowledge and Skills (CTE standards)

| CCTC | Code Number | KS Statement | BA 101 | BA 111 | BA 131 | BA 205 | BA 235 | BA 280 | BA 238 | BA 223 | CAS 109 |
|----------|-------------|---|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| MK-COM 1 | MKMC01 | Apply techniques and strategies to convey ideas and information through marketing communications. | | | | X | X | | X | X | X |
| 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. | | | | | 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 |

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Marketing Management Focus Area

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Focus Area Knowledge and Skills (CTE standards)

| CCTC | Code Number | KS Statement | BA 101 | BA 111 | BA 131 | BA 205 | BA 235 | BA 280 | BA 238 | BA 223 | CS 109 |
|----------|-------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 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. | | | | X | | | | | |
| 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. | | | | | | | X | | |
| MK-MGT 7 | MKMG07 | Communicate information about products, services, images and/or ideas. | | | X | X | | | X | X | |

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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)

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|----------|-------------|--|--------|--------|--------|--------|--------|--------|--------|---------|
| CCTC | Code Number | KS Statement | 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. | | | | X | | | | |
| MK-RES 3 | MKRS03 | Use information systems and tools to make marketing research decisions. | | | X | X | X | | X | X |

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Merchandising Focus Area

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Focus Area Knowledge and Skills (CTE standards)

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Professional Sales Focus Area

2016

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Focus Area Knowledge and Skills (CTE standards)

| CCTC | Code Number | KS Statement | BA 101 | BA 111 | BA 131 | BA 205 | BA 235 | BA 280 | BA 238 | BA 223 | CAS 109 |
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| 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 | | |