

**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**

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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**

**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	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

**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-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

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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-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		