

**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

## Cluster Knowledge and Skills (CTE standards)

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**Marketing**

**12/1/2016**

## **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	
MK-COM 2	MKMC02	Plan, manage and monitor day-to-day activities of marketing communications operations.			x		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	

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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	CAS 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.									
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		

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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.						x		x	
MK-RES 2	MKRS02	Design and conduct research activities to facilitate marketing business decisions.		x	x				x		
MK-RES 3	MKRS03	Use information systems and tools to make marketing research decisions.			x						

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## Merchandising Focus Area

### Skills-to-Course Matrix

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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-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.									
MK-MER 5	MKMD05	Determine and adjust prices to maximize return and meet customers' perceptions of value.							x	x	
MK-MER 6	MKMD06	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.							x	x	
MK-MER 7	MKMD07	Communicate information about retail products, services, images and/or ideas.			x				x		
MK-MER 8	MKMD08	Create and manage merchandising activities that provide for client needs and wants.							x	x	

