

ASSESSMENT PORTFOLIO WORKSHEET
2003-2004

Your assessment portfolio will be evaluated by educators and advisory committees and becomes the property of Moraine Park Technical College.

Program Name: Marketing
Program Number: 10-104-3
Required DML: Internships, Portfolio/Artifacts

Student Name:
MPTC Six-Digit Student ID #:
Semester of Program Acceptance:

***Choose only 1 or 2 artifacts per Learner Outcome to include in Assessment Portfolio.**

Directions: Your completed Assessment Portfolio is a requirement for graduation. Use this Worksheet as you gather artifacts for the required Direct Measures of Learning (DML) in your program. Use columns A and B to enter dates or titles of work that show evidence of your skills and abilities. In column C; use the following key to document the type(s) of evidence you will use to demonstrate growth and/or progress: 1 = Artifact from other coursework, 2 = Integrated in reflection, 3 = Draft or first effort at required DML, 4 = Other (specify). **Note:** These criteria will be used to verify your portfolio at the time of graduation.

	A	B	C
Contact Course Instructor If No Artifact Is Listed In This Column. SUGGESTED ARTIFACT*	Artifact Linked to Outcome	Reflection Statement	Evidence of Growth/ Progress
EXIT LEARNING OUTCOMES			
Program Learner Outcomes			
Apply continuous improvement strategies to solve marketing and customer service problems. <i>104-107 Merchandising Management</i>	Market Research Survey		
Apply supervisory and team-building skills in work situations. <i>196-143 Principles of Supervision</i>	Supervision Summary		
Create an advertising campaign. <i>104-125 Advertising</i>	Ad Project		
Design a promotional plan. <i>104-119 Promotion</i>	IMC Plan		
Develop a marketing mix for global markets. <i>104-111 International Marketing</i>	Marketing Project		
Develop a marketing plan. <i>104-102 Marketing Principles</i>	Marketing Plan		
Formulate a strategic selling plan. <i>104-105 Selling</i>	Sales Manual		
Identify sources to generate marketing information for decision-making. <i>104-113 Marketing Management Analysis</i>	Market Research Survey		
Research global markets. <i>104-111 International Marketing</i>	Report		
General Education Learner Outcomes			
Apply organizational and stylistic strategies to fit subject, audience, and purpose in communication. <i>801-195 Written Communication</i> <i>801-196 Oral / Interpersonal Communication OR 801-198 Speech</i>			
Apply psychological principles to personal and professional relationships. <i>809-199 Psychology of Human Relations</i>			
Apply the foundational elements of economic reasoning to personal and business decision-making. <i>809-195 Economics</i>			
Determine mathematical concepts needed to solve an application.			

General Education Learner Outcomes (cont.)	Suggested Artifact	Artifact Linked to Outcome	Reflection Statement	Evidence of Growth/Progress
<i>804-174 Survey of Mathematics</i>				
Determine the impact of psychological and social factors have in shaping human behavior.				
<i>809-196 Introduction to Sociology</i>				
<i>809-199 Psychology of Human Relations</i>				
Evaluate content, organization, supporting materials, credibility, and style of communication for decision-making.				
<i>801-196 Oral / Interpersonal Communication OR 801-198 Speech</i>				
Evaluate political, social, and scientific views on scientific topics.				
<i>806-194 Contemporary Issues in Science</i>				
Examine the complexities of society from a sociological perspective.				
<i>809-196 Introduction to Sociology</i>				
Perform mathematical calculations.				
<i>804-174 Survey of Mathematics</i>				
Elective OR Other Courses (course number and title)				
Core Abilities Indicate _____ Inventory and/or _____ Integrated				
Work Cooperatively				
<i>Complete assigned tasks for team/group work.</i>				
<i>Use collaborative strategies to complete tasks.</i>				
<i>Exchange information, ideas, and opinions in a team/group setting.</i>				
<i>Show evidence of respect for diversity.</i>				
Act Responsibly				
<i>Complete assigned tasks according to prescribed deadlines.</i>				
<i>Complete assigned tasks according to prescribed criteria.</i>				
<i>Adhere to established attendance criteria.</i>				
Value Self Positively				
<i>Adapt hygiene and appearance to requirements of work and educational environment.</i>				
<i>Identify personal strengths and areas for improvement.</i>				
<i>Exchange information, ideas, and opinions in a team/group setting.</i>				
<i>Show evidence of respect for diversity.</i>				
Think Critically and Creatively				
<i>Distinguish between fact and opinion.</i>				
<i>Synthesize information from a variety of sources.</i>				
<i>Use problem-solving and decision-making strategies.</i>				
<i>Apply global perspective to decisions and actions.</i>				

Core Abilities (cont.)	Suggested Artifact	Artifact Linked to Outcome	Reflection Statement	Evidence of Growth/ Progress
Communicate Clearly				
<i>Use bias-free language.</i>				
<i>Use language that is free of obscenities.</i>				
<i>Apply listening skills.</i>				
<i>Apply standard rules of language structure including grammar, spelling, and punctuation.</i>				
Work Productively				
<i>Complete assigned tasks according to established conditions.</i>				
<i>Evaluate work using established criteria.</i>				
Learn Effectively				
<i>Use resources to meet learning needs.</i>				
<i>Organize information.</i>				
<i>Produce evidence of learning.</i>				