

Assessment Portfolio Verification Checklist 2003-2004

Program Name: Marketing, Business-to-Business
Program Number: 10-104-6
Required DML: Portfolios/Artifacts

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

Directions: Using the student's Assessment Portfolio Worksheet, the Career Development instructor or designated verifier places an "X" in the corresponding column, A or B, to verify that the learner has completed their assessment requirement for each outcome and reflection. To complete column C, transfer the key number from the student's worksheet to the verification checklist.

	A. Artifact Linked to Outcome	B. Reflection Statement	C. Evidence of Growth/ Progress
PROGRAM LEARNER OUTCOMES			
Analyze data/strategies to solve business problems.			
Analyze functions of organizational buying/supply management.			
Apply supervisory and team-building skills in work situations.			
Design a promotional plan.			
Develop a marketing plan.			
Develop a marketing mix for global markets based on global market research.			
Identify sources to generate marketing information for decision making.			
Develop an Internet marketing strategy.			
Formulate a strategic selling plan.			

GENERAL EDUCATION LEARNER OUTCOMES			
Apply organizational and stylistic strategies to fit subject, audience, and purpose in communication.			
Apply psychological principles to personal and professional relationships.			
Apply the foundational elements of economic reasoning to personal and business decision-making.			
Determine mathematical concepts needed to solve an application.			
Determine the impact of psychological and social factors have in shaping human behavior.			
Evaluate content, organization, supporting materials, credibility, and style of communication for decision-making.			
Evaluate political, social, and scientific views on scientific topics.			
Examine the complexities of society from a sociological perspective.			
Perform mathematical calculations.			

ELECTIVE OR OTHER COURSES (COURSE NUMBER AND TITLE)			

CORE ABILITIES			
Online Core Ability Inventory -			
_____ Pre AND _____ Post WITH Reflection Statement (Addressing ALL Core Abilities)			
And/Or			
_____ Integrated in Outcome Reflection Statement			

LEARNER:

I understand that this assessment portfolio will be evaluated by educators and advisory committees and becomes the property of Moraine Park Technical College.

The contents of this portfolio **MAY** _____
MAY NOT _____
 be displayed to the general public.

VERIFIER:

After verification is complete, forward portfolio to the **Outcome Assessment Office.**

Signature of Verifier

Date

Signature of Learner

Date