

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

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

***** At Least One Artifact Is Required For Each Learner Outcome Listed Below *****

Directions: In columns A and B, enter dates when items are completed. Check Column C if transcript is used. Electronic format is recommended for portfolio development. Note: Keep original portfolio. Submit copy only.

Your Student Portfolio will be evaluated by educators and advisory committee members and becomes the property of Moraine Park Technical College.

	Contact Course Instructor If No Artifact Is Listed In This Column	ARTIFACT		
		A	B	C
	Suggested Work Sample from Performance Asmt	Work Sample Linked to Outcome	Self Assessment/ Reflection Statement	Transcript Used
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 team-building skills in work situations. <i>196-189 Team Building and Problem Solving</i>	Team Presentation			
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 AND 801-196 Oral / Interpersonal Communication OR 801-198 Speech</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>				
Perform mathematical calculations. <i>804-174 Survey of Mathematics</i>				
Determine mathematical concepts needed to solve an application. <i>804-174 Survey of Mathematics</i>				

		ARTIFACT		
		A	B	C
		Work Sample Linked to Outcome	Self Assessment/ Reflection Statement	Transcript Used
General Education Learner Outcomes (continued)		Suggested Work Sample from Performance Asmt		
Examine the complexities of society from a sociological perspective.	Contact Course Instructor If No Artifact Is Listed In This Column			
<i>809-196 Introduction to Sociology</i>				
Evaluate political, social, and scientific views on scientific topics.				
<i>806-194 Contemporary Issues in Science</i>				
Apply the foundational elements of economic reasoning to personal and business decision-making.				
<i>809-195 Economics</i>				
Apply psychological principles to personal and professional relationships.				
<i>809-199 Psychology of Human Relations</i>				
Core Abilities				
Complete a Core Abilities self-assessment reflection.				
<i>890-125 Student Success</i>				
Complete reflection essays on Core Abilities and Occupational Skills development.				
<i>890-130 Career Development</i>				
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>				
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>				