

**MORAINE PARK TECHNICAL COLLEGE  
PORTFOLIO WORKSHEET/VERIFICATION CHECKLIST  
2005-2006**

**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 learning outcome \* \* \*

**Directions:** In columns A and B, student enters dates when items are completed or checks Column C if transcript is used for advanced standing credits. Verifier initials column D when portfolio is verified for graduation requirement. Submit a signed copy (see last page) of this form with a copy of your portfolio for verification. Note: Keep original portfolio; submit a copy.

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	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>Suggested Work Sample from Performance Asmt</b>	<b>Work Sample Linked to Outcome</b>	<b>Reflection Statement</b>	<b>Transcript Used</b>	<b>Verified</b>

<b>Program Learning Outcomes</b>				
Develop a merchandising plan. <i>104-107 Merchandising Management</i>	Merchandising Plan			
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 plan. <i>104-102 Marketing Principles</i>	Marketing Plan			
Formulate a strategic selling plan. <i>104-105 Selling</i>	Sales Manual			
Analyze data/strategies to solve business problems <i>104-113 Marketing Management Analysis</i>	Report/Summary			
Research global markets. <i>104-111 International Marketing</i>	Report			

**Continued**

		ARTIFACT			
		A	B	C	D
		Work Sample Linked to Outcome	Reflection Statement	Transcript Used	Verified
		Suggested Work Sample from Performance Asmt			
		Contact Course Instructor If No Artifact Is Listed In This Column			
<b>General Education Learning Outcomes</b>					
Apply organizational and stylistic strategies to fit subject, audience, and purpose in communication					
801-195 Written Communication <b>AND</b>					
801-196 Oral / Interpersonal Communication <b>OR</b> 801-198 Speech					
Evaluate content, organization, supporting materials, credibility, and style of communication for decision-making.					
801-196 Oral / Interpersonal Communication <b>OR</b> 801-198 Speech					
Perform mathematical calculations.					
804-106 Intro to College Mathematics					
Determine mathematical concepts needed to solve an application.					
804-106 Intro to College Mathematics					
Examine the complexities of society from a sociological perspective.					
809-196 Introduction to Sociology					
Apply the foundational elements of economic reasoning to personal and business decision-making.					
809-195 Economics					
Apply psychological principles to personal and professional relationships.					
809-199 Psychology of Human Relations					
<b>Core Abilities</b>					
890-125 Student Success <b>AND</b>		Core Ability Inventory			
890-130 Career Development		Core Ability Inventory and Self-assessment Reflection			
		<b>AND</b> Reflection essay "How I've Changed: Then and Now"			

Continued

**LEARNER:**

**I understand that this 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 other students and the general public.

---

**Signature of Learner**

**Date**

**VERIFIER:**

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

---

**Signature of Verifier**

**Date**

---