

**MORAINE PARK TECHNICAL COLLEGE  
PORTFOLIO WORKSHEET/VERIFICATION CHECKLIST  
2007-2008**

**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:**

\* \* \* 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.

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>Reflection Statement</b>	<b>Work Sample Linked to Outcome</b>	<b>Transcript Used</b>	<b>Verified</b>

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

<b>Program Learning Outcomes</b>				
Analyze data/strategies to solve business problems.				
<i>104-113 Marketing Management Analysis</i>	Report/Summary			
<i>104-116 Database Marketing</i>				
Analyze functions of organizational buying				
<i>104-123 Supply Management</i>	Purchasing Report			
<i>104-156 Business-to-Business Marketing</i>	Reflection paper			
Design a promotional plan.				
<i>104-119 Promotion</i>	Promotional Plan			
Develop an internet marketing strategy.				
<i>104-118 e-Business Marketing Strategies</i>	Internet Mktg Plan			
Research global markets				
<i>104-111 International Marketing</i>	Report			
Develop a marketing plan.				
<i>104-102 Marketing Principles</i>	Marketing Plan			
Formulate a strategic selling plan.				
<i>104-105 Selling</i>	Sales Manual			
<b>Continued</b>				

