

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

**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.

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.
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<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			
Contact Course Instructor If No Artifact Is Listed In This Column		A	B	C	D
Suggested Work Sample from Performance Asmt		Work Sample Linked to Outcome	Reflection Statement	Transcript Used	Verified
<b>Core Abilities</b>					
890-125 Student Success <b>AND</b> 890-130 Career Development		Core Ability Inventory			
		Core Ability Inventory and Self-assessment Reflection			
		<b>AND</b> Reflection essay "How I've Changed: Then and Now"			
<b>Continued</b>					

**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.

**VERIFIER:**

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

\_\_\_\_\_  
**Signature of Verifier**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Learner**

\_\_\_\_\_  
**Date**

\_\_\_\_\_