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| BUS 321: Portfolio Assessment | |
| Skill/Outcome | Documented  Yes = 1 No = 0 |
| **Create a comprehensive marketing strategy in a computer application**  Demonstrates command of, and ability to coordinate, the elements  of applied marketing including market evaluation, product and  service development, pricing, distribution, and promotion as well as  timelines for implementation. | 10 |
| **Use database or spreadsheet software to track CRM data such as demographics, psychographics, geography, purchasing power, and engagement level**  Demonstrates the ability to access specific customer data contained  in a database or spreadsheet and format that data into a report. | 10 |
| **Effectively collect and interpret marketing research**  Demonstrates familiarity with types of research, and with database  and technology-based applications for gathering and analyzing  marketing information. | 10 |
| **Effectively evaluate, and create messaging for, business, global, non-profit and/or digital markets**  Demonstrates the ability to evaluate and create messaging appropriate for a range of business, international, non-profit and/or digital/mobile markets | 10 |
| **Coordinate product and service lines, branding and packaging.**  Experience managing product and service life cycles, product and service adaptation, brand equity and protection, and packaging strategy | 10 |
| **Use pricing concepts to manage demand, cost and profit relationships**  Demonstrates proper use of company financial data and external competitive factors to determine and justify a basis for pricing, as well as an ability to use price to manage fluctuations in demand and inventory flows. | 10 |
| **Create an integrated marketing communication strategy**  Demonstrates the ability to coordinate internal and external messaging in a variety of mediums using a mix of advertising, public relations, sales promotion and/or personal sales. | 10 |
| **Evaluate marketing channels and supply chains**  Demonstrates the ability to select and manage distribution options and contracts according to the capacities, timelines and needs of the seller | 10 |
| **Integrate social responsibility and ethics into marketing strategy**  Demonstrates the ability to cohesively and ethically integrate environmental, social and fiscal accountability into an organization’s internal and external communication and brand messaging. | 10 |
| **Evaluate products and messaging for compliance with consumer protection legislation, and/or applicable regulatory requirements.**  Demonstrates the ability to comply with legal or regulatory requirements such as labeling, warnings, or content disclosures in messaging. | 10 |
| Total Score | 100 |
| Credits earned | 3 Credits |