# PORTFOLIO ASSESSMENT GUIDE for

# BUS 321: Principles of Marketing

**What is a Portfolio**:

A Portfolio is a formal means of requesting assessment of your prior work/life experience from which you have developed sufficient college-level learning to earn credit for a specific class.

**Purpose of this Guide**:

This document is intended for student self-assessment purposes only. Review it carefully to determine if you are ready to write and submit a Portfolio for the course indicated above. Your self-assessment is not a guarantee that you will be awarded credit for the course. Faculty with expertise in the subject matter will evaluate whether your Portfolio provides sufficient evidence that you have demonstrated appropriate college-level mastery of the course content through experiential learning.

# General Guidelines:

* All work must be word-processed, except for documentation provided.
* Written portions should demonstrate college-level writing skills, including appropriate citations for any quoted or paraphrased material from other sources.
* Use the provided template to format the portfolio appropriately.
* Your Portfolio will not be returned. Make copies of the contents before you submit. You may include clear copies of documentation and keep the originals.
* Submit your completed Portfolio, along with the approved Course Portfolio Assessment Form, to the Adult Learning Coordinator.

# Determination of Portfolio Assessment Outcome:

You will need to do the following to be awarded credit through Portfolio Assessment for this course:

* Provide all required documentation as listed within the template to support the Learning Outcomes.
* Possibly participate in an interview with the Portfolio evaluator.
* When evaluated, students must demonstrate experience or proficiency in >=70% to earn credit in the course.

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| **BUS 321: Portfolio Assessment Rubric** | |
| Skill/Outcome | Documented |
| **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 |



CREDIT FOR PRIOR LEARNING PORTFOLIO

PRINCIPLES OF MARKETING

(DATE)

BY

(YOUR NAME)

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Statement of Academic Honesty

The material contained in this Portfolio honestly and accurately reflects my life, learning, and work experience. I understand that the penalty for falsifying any information or documentation will result in an award of no credit for the Portfolio with no resubmission allowed and may result in other sanctions as described in the Student Code of Conduct.

Print Name LCSC ID Number

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Signature Date

Course Description

BUS 321: Principles of Marketing

Examines the basic elements of marketing theory, terminology and concepts with emphasis placed on analyzing consumer motivation.

Learning Outcomes

1. Demonstrate basic concepts and components of Marketing as a function within business through the development of written assignments and oral presentations or discussions (online)
2. Demonstrate how to effectively locate and use research to find pertinent information on the external environment, organizations, and target markets to use when making strategic marketing decisions
3. Evaluate the benefits and costs of social responsibility and identify ethical issues in marketing decisions
4. Define consumer buying decision processes and identify factors that influence buying decisions
5. Develop an awareness of the increasing influence of international markets and digital marketing on traditional marketing environments.

Educational Goals

**Goals, Motivation, and Time Frame**

What are your goals? What are the reasons (professional and personal) you are pursuing your goals? What is a realistic time frame for completing your education?

**Prior Learning to Goals**

How will the prior learning credit you are requesting fit into their future educational and career goals?

Chronological Resume

Include a chronological resume that will support your request for prior learning. List all jobs held, including volunteer, as they relate to the course that you are trying to receive credit. List duties, skills and expertise used in performing job tasks. When possible, use language similar to that used in the outcomes for the courses.

Examples of Experience:

* Employment, Work Experience
* Workshops, Webinars, Training, Seminars, Professional Development
* Volunteer Activities, Community Service, Committees, Groups
* Military Experience, Occupations, Training
* Licenses, Certificates, Industry Credentials
* Non-credit Courses
* Publications

Learning and Experience Autobiography

The autobiography will serve as an introduction to the evaluator and help them understand the context of your learning for the particular course you are requesting. It is a complete picture of you and your experiences as it relates to the course for which you are creating this portfolio. Relate the relevant experiences to the course in a general explanation (Specifics will be included in the Acquired Learning and Knowledge Narrative). Demonstrate why you have selected this particular course and detail your work and life experiences using your resume as a guide.

This should be two+ pages and summarize the significant learning experiences in your life and describe how your experiences will validate your knowledge of the course content and meet the course outcomes being petitioned for credit.

Acquired Learning and Knowledge Narrative

The narrative is a detailed explanation of how your activities and the resulting competencies were achieved. This is to complement your resume and autobiography. Be sure to link your accomplishments to the course learning outcomes. This will be similar to your autobiography, but will detail your chronological work and life experience history while focusing on the things you have already learned through training and experiences, as it relates to your target course.

Note that a key goal of this section is the learning process itself as you reflect on how your experience relates to key concepts within the learning outcomes in the target course. Clearly focus on the learning objectives (what you know and can do) rather than the experience.

For each experience indicated within the Portfolio, the student must:

* Label each heading, Learning Outcome 1, Learning Outcome 2, etc.
* Include the experience; time spent in activity; description of duties and activities.
* Describe the learning and how it relates to the Learning Outcomes for the course.
* Describe how the learning was acquired.
* Provide documentation as evidence of the experience in relation to the course learning outcomes, and as an indication of the level and appropriateness of content.
* Describe how this experience has influenced and impacted other areas of your life.

This will be 2+ pages in length. Make sure it is clear, concise, and free of errors in sentence structure, grammar, and spelling. It needs to demonstrate college-level writing and critical thinking.

Bibliography

**This is not required.** The bibliography will include any reading done on the course subject. If you have studied manuals or used other texts to gain your prior learning, include them here. References should be cited in American Psychological Association (APA) style, but your instructor may suggest another format.

Documentation

Each of your experiences and competencies will require verification (evidence). This evidence can take several forms:

* Completion of training programs, workshops, seminars, etc., may be verified through:
  + Certificates
  + Personnel records
* Letters of Recommendation or Referral. Scans or photographs of signed letters written on corporate letterhead are acceptable
* Performance reviews showing competencies
* Job descriptions
* Transcripts
* Samples of work
* A videotape of your speech, theatre work, or music recital
* Licenses
* Honors or award
* Samples of your painting, drawing, photography, or ceramics for a studio art course
* Certificates of attendance
* Letters of verification listing proven competencies from instructors or employers
* Products designed or created by you
* Military records

Each piece of documentation for a workshop or training program must be accompanied by a description page of content for each workshop, training program, or seminar and must show how the evidence relates to the course learning outcomes.