

**NIU MARKETING DEPARTMENT  
STUDENT PORTFOLIO**

Portfolio criteria for each learning objective are as follows:

Learning Objective	Potential Assessment Tools	Authorship Requirements	Other Requirements
1: Marketing Concepts	Research reports Case studies, case analyses Video-taped presentations of research Video-taped sales presentations Article evaluations	Sole or group*	*Either LO#1 or LO#2 must be a sole authorship  May include up to two (2) assignments
2: Problem Solving/ Critical Thinking	Research reports Case studies Video taped role play	Sole or group*	* Either LO#1 or LO#2 must be a sole authorship
3: Written Communication	Research reports Case studies, case analyses Letters to outside business Formal business memo Personal reflection papers Article evaluations Evaluation from University Administered Writing Assessment	Sole	Must contain two (2) assignments.
4: Oral Communication	Video-taped presentations of research Video-taped sales presentations	Sole or individual as part of group	Must be cued to correct starting point.
5: Marketing Metrics	Demonstrate an understanding of key marketing metrics and the ability to effectively utilize them in the analysis and solving of marketing problems. Specific skills to exhibit include the ability to perform break-even point analysis, ratio analysis, and other key metrics analyses. Examples of key metrics may include but are not limited to those relating to: 1) Marketing Planning and Customers (i.e., market growth rates, market share, marketing cost per unit, customer acquisition costs; return on investment); 2) Product, Price, and Promotion Offerings (i.e., new product purchase rates, mark-up prices, advertising to sales ratios, gross rating points, response rates, conversion rates, costs per click, transactions per customer, average transaction size, brand equity, etc.); and 3) Sales Efforts (i.e., sales turnover rates, sales performance quotas, sales variances, straight and profit-based commissions, etc.).	Solo or group	Must provide evidence of mastery by showing the ability to correctly identify and perform relevant analysis.
6: Work Effectively in Teams	Team effectiveness rating form completed by faculty. ***	Group	*** Team effectiveness rating