

### Fall 2009 Marketing Department Portfolio Checklist

The Marketing Department will begin accepting portfolios for students graduating in the Fall 2009 semester from November 23 – December 4. No portfolios will be accepted after the deadline.

When turning in your portfolio to the Department of Marketing please be sure that:

- \_\_\_\_\_ *You have signed the Certificate of Authenticity form and it is included in the folder.*
- \_\_\_\_\_ *The Department of Marketing authorized portfolio representative has filled out the Certificate of Completion form and has given it back to you.*

Also be certain that:

1. The Portfolio Contents page is properly checked.
2. Your resume is included after the Portfolio Contents page.
3. Provide only unmarked/un-graded copies of assignments in the portfolio.
4. For the Learning Objectives:
  - #1 Marketing Concepts – You may include two assignments. Only one assignment can be included as a group assignment. This assignment must come from a Marketing course.
  - #2 Problem Solving/Critical Thinking – Two assignments required. Only one assignment can be a group paper. Assignment must come from Marketing courses.
  - #3 Written Communication – Two assignments are required, both should be individually written, and neither can be a group project. This assignment must come from a Marketing course.
  - #4 Oral Communication – Select your best presentation. Make sure the tape is cued to the 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.). This assignment must come from a marketing course.
  - #6 Works Effectively in Teams – A completed and signed Team Effectiveness Rating Form is required. This assignment must come from a Marketing course.
  - #7 Global Business Knowledge – May come from any of the College of Business courses.
  - #8 Ethical Business Practice – Must be sole authorship. May come from any of the College of Business courses.

5. Assignments are included for Learning Objectives #1-6 and either #7 or #8.
6. Only one assignment is used twice.
7. If an assignment is more than 30 pages in length, and the project is used to address two learning objectives, only one copy is included in the portfolio binder.
8. If using a video tape for any learning objective, the tape is cued to the starting point of the presentation.