

NIU MARKETING DEPARTMENT
STUDENT PORTFOLIO

Full Checklist

*****Portfolio Due November 23 – December 4, 2009*****

Purpose

A portfolio is a collection of work that a student would use to showcase his/her skills, talents, work, or learning. It may be a selective collection of only a student's best work, examples of evolving skills/talents over a period of learning, or a combination of both. It is compiled by the student and used to display accomplishments to prospective employers or to assess learning. The student portfolios are used by the Marketing Department to assess whether marketing majors are meeting specific learning objectives identified as important for all marketing graduates. You will want to use the portfolio to show prospective employers tangible evidence of your accomplishments and skills.

Contents

A marketing student's portfolio will contain completed assignments that illustrate eight learning outcomes. The assignments may be from any marketing class. The following list describes each learning concept and the subsequent table lists specific requirements for that assignment.

1. Understanding of Marketing Concepts
Demonstrate an understanding of the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to attract and retain customers. Include product, pricing, promotion, distribution, sales management strategies, market/business environment, and customer relationships/target markets.
1. Problem Solving and Critical Thinking
Demonstrate marketing related problem solving skills using qualitative and/or quantitative tools. Be able to develop feasible solutions within a fluid and situation-specific business environment. Specific skills to illustrate include analyzing critical factors leading to the identification of a problem/opportunity, conduct an appropriate analysis to generate information, use that information to develop suitable potential solutions based upon available resources and restrictions.
2. Written Communication Skills
Demonstrate the ability to collect, organize, interpret, and coherently present information in written format. Use proper grammar and language for communicating in business memos, formal business letters, and business reports and proposals.
3. Oral Communication Skills
Demonstrate the ability to collect, organize, interpret, and coherently present information in oral format. Use situation appropriate grammar, language, and professionalism to effectively convince/persuade an audience.
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.).
6. Work Effectively in Teams

Be able to work effectively with a group of other individuals to accomplish a mutual goal and produce high quality outcomes. Demonstrate goal commitment, mutual respect, effective communication, flexibility, and productivity. Be able to identify benefits and difficulties of working in teams.

7. Global Business Environment Knowledge

Demonstrate an understanding of the global forces that shape firms' domestic and global strategies. Be able to analyze global potential through country analysis, including the political, cultural, economic, legal environments, strategy development and country risk/return.

8. Ethical Business Practice Awareness

Demonstrate an awareness of and a personal philosophy towards ethical business practices.