



# Experiential Learning Portfolio for 10104110 Technological Applications in Marketing

## Student Contact Information:

Name: \_\_\_\_\_ Student ID#: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*It is **required** that you speak with the Academic Dean or instructor who teaches this course prior to completing a portfolio.*

## Directions

Consider your prior work, military, volunteer, education, training and/or other life experiences as they relate to each competency and its learning objectives. Courses with competencies that include speeches, oral presentations, or skill demonstrations may require scheduling face-to-face sessions. You can complete all of your work within this document using the same font, following the template format.

1. Complete the Student Contact Information at the top of this page.
2. Write an Introduction to the portfolio. Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.
3. Complete each “Describe your learning and experience with this competency” section in the space below each competency and its criteria and learning objectives. Focus on the following:
  - What did you learn?
  - How did you learn through your experience?
  - How has that learning impacted your work and/or life?
4. Compile all required and any suggested artifacts (documents and other products that demonstrate learning).
  - Label artifacts as noted in the competency
  - Scan paper artifacts
  - Provide links to video artifacts
  - Attach all artifacts to the end of the portfolio
5. Write a conclusion for your portfolio. Briefly summarize how you have met the competencies.
6. Proofread. Overall appearance, organization, spelling, and grammar will be considered in the review of the portfolio.
7. Complete the Learning Source Table. Provide additional information on the business and industry, military, and/or volunteer experiences, training, and/or education or other prior learning you mentioned in your narrative for each competency on the Learning Source Table at the end of the portfolio. Complete this table as completely and accurately as possible.

The portfolio review process will begin when your completed portfolio and Credit for Prior Learning Form are submitted, and nonrefundable processing fees are paid to your local Credit for Prior Learning contact. Contact Student Services for additional information.

Your portfolio will usually be evaluated within two weeks during the academic year; summer months may be an exception. You will receive an e-mail notification regarding the outcome of the portfolio review from the Credit for Prior Learning contact. NOTE: Submission of a portfolio does not guarantee that credit will be awarded.

You have 6 weeks to appeal any academic decision. See your student handbook for the complete process to appeal.

**To receive credit for this course, you must receive “Met” on 7 of the 8 competencies.**

### **10104110 Technological Applications in Marketing, 3 Associate Degree Credits**

**Course Description:** This course is designed to expose the student to current and upcoming technologies impacting the field of marketing.

If you receive credit for prior learning for this portfolio, you will also receive a “Met” score for the following **Technical Skills Attainment Program Outcomes** that are assessed in this specific course:

**Introduction:** Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.

**Competency 1: Analyze how technology impacts the marketing mix**

Criteria: Performance will be satisfactory when:

- Data is relevant
- data is current
- data sources are identified
- data results are organized and clearly communicated
- data analysis includes a written description and analysis of the results

Learning Objectives:

- a. Review the components of the marketing mix
- b. Correlate the relationship between relevant technologies and the marketing mix elements

**Required Artifacts: None**

**Suggested Artifacts: Prepare a report.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 2: Identify current technological trends in the field of Marketing**

Criteria: Performance will be satisfactory when:

- list includes all of the significant items to classify
- list is categorized using significant characteristics
- list is correctly sorted into categories
- list is organized and formatted using graphics or headers
- list evidences correct grammar, punctuation, and spelling

Learning Objectives:

- a. Identify current technologies impacting marketing
- b. Construct a bibliography of technologies which impact marketing activities
- c. Determine most relevant trends likely to impact marketing activities for a given enterprise

**Required Artifacts: None**

**Suggested Artifacts: Prepare a bibliography of technologies.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 3: Evaluate software used in marketing applications**

Criteria: Performance will be satisfactory when:

- you compare possible software
- comparison includes the differences between the items
- comparison includes logical conclusions drawn from the comparison

Learning Objectives:

- a. Investigate emerging software technologies applicable to marketing
- b. Evaluate potential impact of emerging software technologies on marketing

**Required Artifacts: None**

**Suggested Artifacts: Prepare a report comparing potential software for sales proposals and presentations.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 4: Explore the hardware used in the development of multimedia projects**

Criteria: Performance will be satisfactory when:

- multi-media projects include components developed using scanners, CD writers, and printers

Learning Objectives:

- a. Discuss historical perspectives of multimedia hardware
- b. Explain current hardware technologies
- c. Explore emerging hardware technologies
- d. Extrapolate potential future uses for hardware

**Required Artifacts: None**

**Suggested Artifacts: Prepare a multi-media project and explain the hardware used in its creation.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 5: Create illustrations for use in visual communications**

Criteria: Performance will be satisfactory when:

- visual communications accurately re-create a sample
- visual communications depict original content based on set parameters

Learning Objectives:

- a. Assess the use of illustration software for purposes of visual communications
- b. Operate illustration software to recreate existing illustrations
- c. Operate illustration software to create an original logo
- d. Identify additional uses for illustration software in the marketing mix

**Required Artifacts: None**

**Suggested Artifacts: Prepare visual communications (company logo) using Adobe Illustrator.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 6: Compose photographic layouts for use in marketing activities**

Criteria: Performance will be satisfactory when:

- original photos meet set business requirements
- existing photos are edited to meet business requirements

Learning Objectives:

- a. Assess the use of photo editing software for purposes of visual communications
- b. Operate photo editing software to edit existing images
- c. Operate photo editing software to create original compositions
- d. Identify additional uses for photo editing software in the marketing mix

**Required Artifacts: None**

**Suggested Artifacts: Prepare a photographic layout showing an untouched photo and then make updates for use in a business campaign.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**



**Competency 7: Integrate illustrations and photos for marketing applications**

Criteria: Performance will be satisfactory when:

- Newsletter includes graphics.
- Newsletter includes photos.
- Newsletter meets customer specifications.
- Newsletter is exported for use in print or on screen.

Learning Objectives:

- a. Assess the use of graphic design software for purposes of visual communications
- b. Operate graphic design software to combine illustrations and photographs
- c. Operate graphic design software to create original compositions
- d. Identify additional uses for graphic design software in the marketing mix

**Required Artifacts: None**

**Suggested Artifacts: Prepare a newsletter using Adobe InDesign and featuring illustrations, photos, and original copy (stories).**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 8: Develop content for web and mobile sites**

Criteria: Performance will be satisfactory when:

- Web site content information provided is accurate to meet all assignment requirements
- Web site has an exceptionally attractive and usable layout effectively using white space, graphic elements, and/or alignment to organize material
- Web site background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability
- Web site colors of background, fonts, and unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages
- Web site links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where he or she expects to go
- Web site graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality, and enhance reader interest or understanding

Learning Objectives:

- a. Review current digital media writing standards
- b. Explore current examples of excellence in digital media.
- c. Develop examples to reflect current digital media standards/best practices

**Required Artifacts: None**

**Suggested Artifacts: Create a web site for a business. Use the criteria above.**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

