



# Experiential Learning Portfolio for 10104102 Marketing Principles

## Student Contact Information:

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

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

*It is highly recommended 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 9 competencies.**

### **10104102 Marketing Principles, 3 Associate Degree Credits**

**Course Description:** This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

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

**Competency 1: Analyze the scope of marketing**

Criteria: Performance will be satisfactory when:

- presentation compares the American Marketing Association definition to three other sources
- presentation isolates each component of the definition
- presentation points out why each component was included
- presentation compares the marketing organizational philosophy to consumerism
- presentation discriminates between key similarities and differences of marketing organizational philosophy and consumerism
- presentation documents the economic impact of marketing
- presentation outlines at least one domestic and one international company
- presentation correlates a minimum of three monetary statistics

Learning Objectives:

- a. Define the term “marketing”
- b. Distinguish between marketing as an organizational philosophy and consumerism
- c. Identify the key perspectives of production, selling and marketing
- d. Describe reasons for studying marketing including the impact on U.S. and global economies
- e. Analyze the role of the marketing manager

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 2: Evaluate the marketing concept/mix with regard to products and services**

Criteria: Performance will be satisfactory when:

- product life cycle critiques a product or service selected by the learner
- product life cycle compares what happens to a product or service at each stage
- presentation compares consumer and business products
- presentation justifies each categorization as consumer or business

Learning Objectives:

- a. Explain how firms implement the marketing concept
- b. Analyze the broad view of a product/service
- c. Differentiate between product and service characteristics
- d. Diagram the product life cycle
- e. Compare consumer and business products

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 3: Assess market opportunities through buyer behavior**

Criteria: Performance will be satisfactory when:

- presentation discriminates between consumer and business buyer behavior
- presentation justifies how the same product or service can be applicable to both consumer and business markets
- presentation authenticates the steps in the buying process
- presentation explains each influencing factor in the buying process
- presentation contrasts the steps a consumer faces in the buying process
- presentation justifies the customer service expected during each step
- presentation assesses internal and external forces impacting the consumer during each step

Learning Objectives:

- a. Compare consumer and business markets
- b. Create a model of consumer buyer behavior
- c. Indicate major factors that influence buyer behavior
- d. Examine external forces to include social, economic, competitive, regulatory, technological and global
- e. Describe the relationship between the buyer behavior process and the customer service needed in each step

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 4: Utilize sources of current marketing research information**

Criteria: Performance will be satisfactory when:

- presentation investigates a marketing research firm
- presentation demonstrates the type of data collected and markets it's sold to
- marketing audit examines market-specific economic, demographic, psychographic, competitive, technical, and legal/political data available for a product or service

Learning Objectives:

- a. Assess the role of marketing information
- b. Identify various sources of current marketing, business, economic, social, legal/political, and technological information, such as business and related periodicals, databases, web sites, etc.
- c. Utilize appropriate technology to access databases and to tailor the data to the marketing situation
- d. Organize information essential to effective market planning

**Required Artifacts: Marketing Audit**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 5: Analyze marketing using segmentation and positioning strategies**

Criteria: Performance will be satisfactory when:

- presentation establishes four potential market segments for a product or service
- presentation identifies a minimum of three details describing each of four segments
- presentation explains the strategic planning process as applied to a specific business
- presentation distinguishes between the steps of data gathering, analysis of current situation, opportunities associated with current situation, formulation of future tactics and result tracking
- positioning analysis prioritizes a primary and secondary market segment for a product or service
- positioning analysis points out aspects of substantialness, differential response, perishability and profit potential of market segments

Learning Objectives:

- a. Explain the key steps in strategic planning
- b. Assess marketing's role in strategic planning
- c. Describe the concept of market segmentation as a basis for assessing market opportunities
- d. Analyze the concept of market positioning
- e. Analyze the major product mix decisions that marketers must make
- f. Determine market share

**Required Artifacts: Positioning Analysis**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 6: Price products and services for profit**

Criteria: Performance will be satisfactory when:

- presentation describes the supply and demand curves for an elastic good or service
- break-even analysis classifies all costs as variable or fixed
- pricing strategy considers everyday low, high/low and penetration pricing
- pricing strategy examines competition, costs, customers, company objectives and channel members

Learning Objectives:

- a. Explain the role of supply and demand in pricing decisions
- b. Conduct a break-even analysis
- c. Identify the steps in setting a price for a product or service
- d. Explain how marketing mix variables affect pricing decisions
- e. Identify pricing strategies

**Required Artifacts: Break-Even Analysis and Pricing Strategy**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**



**Competency 7: Determine the major elements of a marketing channel**

Criteria: Performance will be satisfactory when:

- marketing channel description evaluates at least two examples each of traditional, electronic and vertical systems
- marketing channel description discriminates between intensive, selective and exclusive distribution
- marketing channel description defends the value of each member in the channel
- marketing channel description evaluates systems, logistics, scope and intensity of distribution

Learning Objectives:

- a. Describe a marketing channel of distribution and associated intermediaries
- b. Distinguish among traditional, electronic, and vertical marketing systems
- c. Explain the concepts of supply chain and logistics management
- d. Examine channels to reach international markets
- e. Compare intensive, selective and exclusive distribution

**Required Artifacts: Marketing Channel Description**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 8: Critique integrated marketing communications**

Criteria: Performance will be satisfactory when:

- presentation rates the advantages and disadvantages of promotional meth
- communications plan supports the stage of the life cycle the product or service is currently in
- communications plan recommends integration of message across media platforms

Learning Objectives:

- a. Explain integrated marketing communications (IMC) and the communications process
- b. Explain the value of IMC for consumers and sellers
- c. Identify advantages and disadvantages of promotional methods
- d. Discuss how promotion varies over the life cycle of the product or service

**Required Artifacts: Communications Plan**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

**Competency 9: Evaluate a marketing strategy**

Criteria: Performance will be satisfactory when:

- marketing audit determines how company information collected fits within plan components of description, objectives, market selection, pricing, advertising, distribution and finance
- marketing audit justifies recommendations for improving marketing operations
- marketing audit evaluates the impact of technology on the industry and cons
- marketing audit critiques the integration of culturally- and aesthetically-based knowledge and understanding
- marketing audit supports findings with evidence

Learning Objectives:

- a. Evaluate the impact of changing demographics on marketing strategy
- b. Evaluate the marketing operations of an actual business, utilizing the marketing terminology and concepts studied
- c. Recommend improvements in the marketing operations of an actual business
- d. Explain the components of a marketing plan
- e. Assess the marketing strategy incorporated in the marketing plan
- f. Forecast the expected results of implementing a marketing plan

**Required Artifacts: Marketing Audit**

**Suggested Artifacts: None**

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

**Met/ Not Met Evaluator Feedback:**

