



Experiential Learning Portfolio for 10104125 Multi-Media Marketing

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

Before attempting to complete this portfolio, the following prerequisites and/or corequisites must be met:

PREREQUISITE: 10104102 Marketing Principles

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.

10104125 Multi-Media Marketing, 3 Associate Degree Credits

Course Description: Multi-Media Marketing provides an overview of advertising and public relations efforts in today's business environment. The course will explore what is done in advertising and the reasons why. Public relations activities and their effectiveness will be discussed using real-world examples. Additional topics of study include the social and economic aspects of promotion.

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

Competency 1: Relate the term "advertising" to personal selling and visual merchandising

Criteria: Performance will be satisfactory when:

- written document defines the following terms: advertising, personal selling, and visual merchandising
- written document identifies marketing mix components

Learning Objectives:

- a. Define the terms: advertising, personal selling, and visual merchandising
- b. Discuss the component parts of advertising: advertising agency, media, and vendors
- c. Identify the various types of advertising
- d. Describe the marketing, communication, economic, and societal roles of advertising
- e. Discuss milestones in the evolution of advertising

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 2: Explore the role of advertising with respect to the marketing mix

Criteria: Performance will be satisfactory when:

- document defines the following terms: marketing mix, personal selling, sales promotion, public relations, advertising, and integrated marketing
- document identifies how the components of the marketing mix: personal selling, sales promotion, public relations, advertising, and integrated marketing are incorporated in advertising

Learning Objectives:

- a. Identify the components of the marketing mix
- b. Examine the various decision areas under each element of the marketing mix
- c. Describe the concept of product positioning
- d. Explain the significance of good product positioning
- e. Describe the importance of product and brand images and how advertising contributes to their formation
- f. Correlate the relationship between advertising and product identification
- g. Define the concept of primacy of product

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 3: Analyze the media planning process

Criteria: Performance will be satisfactory when:

- written document documents the steps in media planning
- written document identifies sources of media planning information

Learning Objectives:

- a. Define key media planning terminology including: medium, media vehicle, and reach
- b. Outline the main components of a media plan
- c. Explain the process of developing and implementing media strategies
- d. Identify sources of media information and characteristics

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 4: Classify the major advantages and disadvantages of the various types of advertising media

Criteria: Performance will be satisfactory when:

- written report differentiates various mediums
- written report identifies advantages and disadvantages of various mediums
- written report contains instructor-provided criteria

Learning Objectives:

- a. Identify the various advertising mediums
- b. List the major advantages and disadvantages of the various types of advertising media
- c. Use resources to show examples of advertising mediums

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 5: Prepare effective advertising copy for a selected product or service employing the rudiments of advertising copywriting

Criteria: Performance will be satisfactory when:

- advertising copy uses font appropriately
- advertising copy identifies product or service choice
- advertising copy selects appeal (rational or emotional)
- advertising copy satisfies the criteria of an instructor-provided rubric

Learning Objectives:

- a. Explain the role of the copywriter in relation to other members of the advertising team
- b. Describe the format elements of an ad
- c. Discuss ad elements as they relate to the objectives of advertising copywriting

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 6: Prepare an effective ad layout for a selected product or service

Criteria: Performance will be satisfactory when:

- ad is full color 8 1/2" X 11"
- ad contains five minimum elements: headline, copy, illustration, price, and business identification
- ad clearly identifies product or service
- ad font is effective and appropriate for the product
- ad product illustration is effective and appropriate for the product
- ad elements are positioned effectively

Learning Objectives:

- a. Explain the use of advertising layouts and the steps in creating them
- b. Discuss the basic design components of unity, harmony, sequence, emphasis, contrast, and balance
- c. Prepare a thumbnail sketch and mechanical and comprehensive layout
- d. Examine the effectiveness of an advertising layout

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 7: Develop a script and storyboard for radio, television, or Internet

Criteria: Performance will be satisfactory when:

- script and storyboard font is effective and appropriate for the product
- script and storyboard clearly identifies product or service
- script and storyboard are prepared as 8 1/2" X 11" sized media
- script and storyboard thumbnails are developed

Learning Objectives:

- a. Outline the components of a commercial
- b. Discuss the attributes of an effective script
- c. Describe the purpose of a storyboard
- d. Describe how voice, music, and sound effects are critical elements in a commercial

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 8: Evaluate public relations activities associated with advertising

Criteria: Performance will be satisfactory when:

- written document defines the following terms: public relations, business public relations, and institutional advertising
- written document identifies internal and external public relations
- written document identifies business public relations activities

Learning Objectives:

- a. Define the marketing role of the public relations representative
- b. Describe how public relations differs from advertising
- c. Evaluate public relations activities associated with business promotions

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

Competency 9: Prepare an advertising campaign for a selected product or service

Criteria: Performance will be satisfactory when:

- campaign utilizes appropriate terminology
- campaign shows evidence of a realistic knowledge of the advertising industry
- campaign shows creativity and uses a unique and effective approach
- campaign objectives are clearly defined and realistic in terms of the budget
- campaign clearly and accurately reflects an analysis of the target market and secondary targets for the product and/or services being promoted
- campaign stresses product and/or service benefits which would conceivably appeal to the target markets described
- campaign media selection is realistic and defined properly in terms of reach, frequency, and continuity
- campaign has a realistic length and promotions are scheduled properly in relation to the target markets given
- campaign provides evaluation/awareness of competitive products/services and the environmental factors influencing this product/service
- campaign has a good, solid analysis of its budget, including all costs which would be incurred
- campaign anticipates sales goals given and are realistic in terms of the length and budget
- campaign ad layouts, radio ads, etc. show a basic understanding of production techniques (including continuity) as well as being consistent with the course concepts
- campaign mentions how the results will be evaluated and what other plans they have if the campaign is unsuccessful
- campaign is neat and demonstrates organization of material, order of presentation, and preparedness
- you demonstrate appropriate appearance, poise, confidence, presentation technique, and use of visuals

Learning Objectives:

- a. Explain how product characteristics affect the advertising campaign
- b. Distinguish how the creative approach affects the advertising campaign
- c. Evaluate the role of packaging in the advertising campaign
- d. Explore how target marketing impacts the advertising campaign

Required Artifacts: None

Suggested Artifacts: None

Describe your learning and experience with this competency:

Met/ Not Met Evaluator Feedback:

