



WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE

# Experiential Learning Portfolio for 10104110 Technological Applications in 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.*

## 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 8 of the 10 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.

**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 successful 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: None**

**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 successful 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: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 3: Assess mobile technologies that are creating new marketing opportunities**

Criteria: Performance will be successful when:

- critique includes a summary of the main ideas
- critique summary accurately represents the main ideas
- critique includes an explanation of your personal opinion
- critique includes both positive and negative comments
- personal opinion is specific
- personal opinion is supported with relevant facts and research
- critique is well-organized
- critique is clear and concise
- critique evidences correct grammar, punctuation, and spelling

Learning Objectives:

- a. Assess current mobile technologies impacting marketing
- b. Evaluate future mobile technologies emerging in the industry
- c. Identify potentially useful mobile technologies

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 4: Analyze marketing issues facing firms wishing to employ the World Wide Web**

Criteria: Performance will be successful when:

- report includes a definition of the problem
- report sketches the history of the problem
- report includes an analysis of the problem
- report includes a description of viable solutions
- report identifies the solution most likely to solve the problem
- report includes an explanation of why the solution is the best
- report is well-organized
- report evidences correct grammar, punctuation, and spelling

Learning Objectives:

- a. Identify marketing issues facing companies employing the World Wide Web
- b. Identify the decision-making criteria a firm should use when deciding to employ the World Wide Web

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 5: Integrate Marketing technology with traditional sales activities**

Criteria: Performance will be successful when:

- written summary includes technology needs of a sales professional
- written summary demonstrates the use of current technologies applied to a sales situation

Learning Objectives:

- a. Examine potential technologies to incorporate into sales activities
- b. Describe the benefits of the potential technologies under consideration in sales activities
- c. Demonstrate use of chosen technologies for specified sales activities

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 6: Examine marketing database management's impact on reaching target marketing segments**

Criteria: Performance will be successful when:

- written review describes how databases are used in Marketing applications
- oral presentation explains the impact of digital technology on an organization's ability to utilize database Marketing

Learning Objectives:

- a. Review current database operations
- b. Explore emerging utilizations for databases
- c. Identify future potential of databases with advances in technology
- d. Relate impact of digital technology on database marketing

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**



**Competency 7: Evaluate software used in marketing applications**

Criteria: Performance will be successful 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: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 8: Explore the hardware used in the development of multimedia projects**

Criteria: Performance will be successful 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: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 9: Develop copy for electronic media**

Criteria: Performance will be successful when:

- copy incorporates appropriate software tools/techniques
- copy incorporates applicable visual images of good quality
- copy incorporates narration/text to explain instructions/tools/techniques
- copy meets explicit media criteria for individual assignment
- copy incorporates correct video/movie creation techniques
- copy for media is of reasonable length
- 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 electronic media writing standards
- b. Explore current examples of electronic media writing
- c. Develop examples to reflect current electronic media standards/best practices

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 10: Explore how the Web can be used to facilitate customer service**

Criteria: Performance will be successful when:

- paper includes general information about your interview: who, when, where, and why you interviewed
- paper includes five to seven open, interview questions focused on Web-based customer service
- paper includes a summary of how interviewee uses Web-based customer service
- summary is accurate
- summary provides relevant details
- paper includes personal reflections
- paper conclusions evaluate the information gained in the interview
- paper evidences correct spelling, grammar, and punctuation
- paper is neat and attractive

Learning Objectives:

- a. Research other companies' strategies for providing positive customer service via the World Wide Web
- b. Establish criteria for evaluating successful customer service via the World Wide Web

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

