



WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE

# Experiential Learning Portfolio for 10104180 Business & Marketing Field Study

## 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 6 of the 8 competencies.**

### **10104180 Business & Marketing Field Study, 2 Associate Degree Credits**

**Course Description:** This course will allow the student to analyze what specific occupational field(s) they are best suited for. Included will be an in-depth self-analysis, simulated job application and interviews, a career research report, and work-based experience(s).

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

<p><b>Competency 1: Determine occupational objectives for a career in the field of business management or marketing</b></p>
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<p>Criteria: Performance will be satisfactory when:</p>
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- |   |
|---|
| <ul style="list-style-type: none"><li>• learner determines their strongest business or marketing competence</li><li>• learner matches competence with employment availability</li></ul> |
|---|

<p>Learning Objectives:</p>
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- |  |
|--|
| <ol style="list-style-type: none"><li>a. Complete a selected business or marketing aptitude survey</li><li>b. Evaluate results of a business or marketing aptitude survey</li><li>c. Prioritize business or marketing skills in order of personal satisfaction</li><li>d. Identify business or marketing occupations well-suited to personal needs</li></ol> |
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<p><b>Required Artifacts: None</b></p>
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<p><b>Suggested Artifacts: None</b></p>
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**Describe your learning and experience with this competency:**

**Met/ Not Met    Evaluator Feedback:**

**Competency 2: Acquire occupational experience through an in-depth study of the field and function the learner is best able to perform upon initial employment**

Criteria: Performance will be satisfactory when:

- learner submits a plan of work approved by the field study supervisor
- learner successfully completes a 72-hour field study experience
- learner completes the field study evaluation process

Learning Objectives:

- a. Investigate the potential for a business or marketing field study experience with an employer
- b. Interview with a potential field study supervisor
- c. Draft a plan of work for the field study
- d. Determine evaluation procedures to be used during and at completion of the field experience

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 3: Compile a portfolio showing evidence of business or marketing expertise**

Criteria: Performance will be satisfactory when:

- portfolio documents are clear, concise, and complete
- portfolio documents are completed using proper grammar, format, and spelling

Learning Objectives:

- a. Prepare samples of work completed in the field of business or marketing
- b. Obtain transcripts of educational achievement
- c. Assemble letters of recommendation
- d. Gather evidence of licenses, health records, special awards, etc.

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 4: Create effective job-seeking documents in the business or marketing field**

Criteria: Performance will be satisfactory when:

- learner creates a clear, correct, and appropriate resume
- learner creates an appropriate thank-you letter
- learner creates a clear, correct, and concise letter of application

Learning Objectives:

- a. Create a targeted resume for a specific job title
- b. Prepare a letter of application
- c. Explore sources of job information including Internet, newspapers, and job fairs
- d. Complete a thank-you letter suitable for a job interview process

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 5: Demonstrate effective interviewing strategies**

Criteria: Performance will be satisfactory when:

- learner exhibits appropriate attire and grooming
- learner introduces self with accompanying handshake
- learner responds appropriately to questions
- learner exhibits confidence and courtesy
- learner exhibits appropriate communication skills
- learner graciously concludes interview
- learner identifies key characteristics of various interview types

Learning Objectives:

- a. Identify an employer's objectives during an interview
- b. Demonstrate familiarity with terms unique to the employer's industry
- c. Discuss the importance of timeliness during an employment interview
- d. Demonstrate awareness of appropriate dress and grooming for an interview
- e. Prepare a list of items to bring to an employment interview
- f. Demonstrate appropriate listening skills during an interview
- g. List the types of questions encountered during an interview
- h. Generate responses to frequently asked interview questions
- i. Describe interviewer behaviors and strategies for dealing with them
- j. Describe critical elements of the "first impression" during the interview process

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 6: Weigh alternative career opportunities**

Criteria: Performance will be satisfactory when:

- learner compares salary, benefits, and compatibility of job offer to personal needs
- learner analyzes stressors and challenges of employment (travel, hours, and dress code)
- learner assesses management styles of employers

Learning Objectives:

- a. Describe various employee benefit packages
- b. Prepare personal budget within a projected salary
- c. Create a pro and con list for a potential job
- d. Describe common corporate structures
- e. Assess job opportunities in respect to personal and professional long-term goals

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**



**Competency 7: Assess personal and professional goals**

Criteria: Performance will be satisfactory when:

- learner has identified a list of three or more personal goals

Learning Objectives:

- a. List short- (year or less) and long-term (more than a year) professional goals
- b. Determine personal priorities
- c. Develop a plan for achieving personal and professional goals

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

**Competency 8: Develop recognition of how one's values and ethics affect the workplace**

Criteria: Performance will be satisfactory when:

- learner identifies ethical dilemmas in the workplace
- learner creates a strategy for dealing with ethics issues

Learning Objectives:

- a. Define personal values using an instrument or listing process
- b. Identify personal concerns encountered in the workplace
- c. Provide examples of ethical decisions encountered in the workplace
- d. Create a strategy for dealing with ethical conflicts in the workplace

**Required Artifacts: None**

**Suggested Artifacts: None**

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

**Met/ Not Met    Evaluator Feedback:**

