

MKTG 99
MARKETING STUDENT PORTFOLIO
Course Syllabus

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Portfolio Objective:

The Marketing student portfolio is a collection of work that students will prepare and use to showcase his/her skills, talents, and learning within their marketing curriculum. Ideally, portfolios should highlight the student's best work and can serve as tangible evidence of his/her accomplishments and skills to prospective employers. Student portfolios are also used by the Department of Marketing as an assessment tool to evaluate whether majors are meeting learning objectives identified as important for all marketing graduates.

The Marketing student portfolio will contain completed assignments from marketing courses that illustrate the following 6 learning objectives:

- Marketing Concepts (4 assignments)
- Problem Solving & Critical Thinking (2 assignments)
- Written Communication (2 assignments)
- Marketing Metrics (2 assignments)
- Global Business Environment (1 assignment)
- Ethical Business Practice Awareness (1 assignment)

Requirements

- Enrollment in MKTG 495 and MKTG 99 during your final semester prior to graduation.
- Minimum of 12 individual or group assignments from marketing classes. *Note: one assignment may be used to fulfill requirements for two learning objectives.
- Assignments that showcase your best writing, analytical, and other skills as well as assignments that illustrate your firm grasp of marketing.
- Ungraded and unmarked copies of each assignment.

Portfolio Submission

Portfolios are to be submitted for review no later than the deadline for completion during the semester of enrollment in MKTG 99. Reviewers will determine whether all learning objectives have been completed, and recommend additional work when necessary. Submission of a complete portfolio is a graduation requirement for all marketing majors. If you do not turn in your completed portfolio you will not graduate.

Portfolio Review & Grading:

Portfolios will be reviewed and graded on a Satisfactory/Unsatisfactory scale. Students are encouraged to have their portfolio reviewed before final submission to ensure that all learning objectives have been met and the required number of assignments have been submitted. Marketing majors must earn an S grade in MKTG 99 in order to meet their graduation requirements.

Plan Ahead

You must ensure that you complete an assignment for each section over the course of your marketing/business curriculum. Not all marketing classes have assignments that are appropriate for each learning objective. Please review the portfolio requirements carefully and examine the syllabi for the course/sections you are considering enrolling in to make sure you will complete all of the portfolio requirements by graduation. You will also find it helpful to examine the assessment criteria being used to evaluate the portfolio. Since ungraded copies are required, be sure to save your assignments in electronic form to include them in your portfolio.