

Learning Plan 5

PORTFOLIO
PROJECT



You have the skills, it is time to apply them

In this learning plan you will apply the skills and tools you have developed throughout the class to digitally record a meeting, product demonstration or other marketing presentation.

Working through this Learning Plan you should be tying all you have learned in the previous Learning Plans together for a finished presentation that will have your audience asking 'Where do I sign?' Presentation skills are important not only on the job but for getting a job as well. Your final project be it a presentation, meeting, or product demonstration will be digitally recorded and included in your portfolio. Employers will be reviewing your portfolio and making hiring decisions based on what you present so be prepared to present your best. And remember to make sure you dress to impress while presenting.

Assessment Activities

1 Digitally record a marketing presentation

2 Class Participation

Learning Activities

1. REVIEW Learning Plan introduction, objectives and activities
2. PARTICIPATE in lecture/discussion
3. CREATE a list of the top 10 answers to "If I were hiring a marketing professional what would I look for."
4. POST your list of the top 10 on the Discussion Board
5. PERFORM a self-assessment of your presentation skills.
6. PERFORM an assessment of 3 presenters presentation skills.
7. POST your assessment of 3 presenters on the Discussion Board
8. DEVELOP a plan for your portfolio project.
9. WRITE a critique for your presentation.
10. Build a portfolio of artifact that documents your skills and accomplishments.