



## BUSS320 - Marketing Management Portfolio Project Directions and Rubric

This Assessment is worth 20% of your grade

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### Outcomes

Completing this Assessment will help you to meet the following:

#### Course Outcomes

- Manage marketing information.
- Examine personnel and manage their performance.
- Create pricing, product, promotional and distribution strategies.
- Examine employee team performance and identify effective sales strategies.
- Analyze marketing materials to ensure they are ethical.

#### Program Outcomes

- Apply contemporary knowledge and skill sets to work effectively in the business community.

#### Institutional Outcomes

- **Information Literacy and Communication** - Utilize appropriate current technology and resources to locate and evaluate information needed to accomplish a goal, and then communicate findings in visual, written and/or oral formats.
  - **Relational Learning** - Transfer knowledge, skills, and behaviors acquired through formal and informal learning and life experiences to new situations.
  - **Community and Career** - Participate in social, learning, and professional communities for personal and career growth.
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### Deadline

Deliverable items for the Portfolio Project will be required at different points during the course. Details for each submission are included below. The timeline is as follows:

Deadline	Activity
Due by the end of Week 2 at 11:59 pm, ET.	Essential Questions
Due by the end of Week 4 at 11:59 pm, ET.	Outline for company choice list from directions #1-4 under the scenario
Due by the end of Week 6 at 11:59 pm, ET.	Rough draft
Due by the end of Week 7 at 11:59 pm, ET.	Final Draft
Due by the end of Week 7.5 at 11:59 pm, ET.	Reflection

### Scenario

You have been hired onto a company's marketing team. Sales have been slow for the last few months and they are looking to make some changes. Based on your research of their current situation, the team is looking for suggestions on how to improve their marketing efforts in order to turn sales around.

Select a company. You will choose (3) marketing topics and research what the company is currently doing as it relates to these topics. Based on your findings of the company's current situation on these topics, you will make recommendations on how to improve upon these.

### **Directions**

1. Choose a company. For your introduction, define the company's
  - a. Mission Statement
  - b. Product Definition
  
2. Select (3) marketing topics from below:
  - a. Customer Needs and Wants
  - b. Brand Equity
  - c. Generational Marketing
  - d. "Green" Marketing
  - e. Customer Lifetime Value (CLV)
  - f. Mass Marketing vs. Mass Customization
  - g. Price and Value
  - h. Customer Loyalty
  - i. Managing Employees
  - j. Service Levels ("Script")
  
3. For each topic define the company's current situation. This is a real-life scenario, so be sure to include outside sources to support your findings. You must critically evaluate 2 or more sources.
  
4. For each topic make a suggestion on how to improve or make changes based on the current situation of each topic. As you define your changes, make sure to support your new idea with outside sources of why this would help the company.

### **Requirements and Formatting**

Your Portfolio Project must be formatted as follows:

- APA formatting
  - a. Title and References page
  - b. Times New Roman or Arial 12-point font
  - c. 1-inch margins
  - d. Page numbers in top right corner
- APA Citations
  - a. Include information, as well as in-text citations and an entry on the References page, from a minimum of four scholarly and professional sources (not including your textbook)

- b. For APA information refer to the Bryant & Stratton College APA Style Guide located in the Student Resource button.

### **Deliverable Descriptions**

#### **Week 2 : Essential Questions**

These directions introduce the idea of Essential Questions. Since this may be a new concept or term for you, it is a good idea to familiarize yourself with what an Essential Question is and how you can create your own.

Here are some sources to help:

<https://youtu.be/sDfVOIZ2tU8>

<http://www.slideshare.net/maryaliceosborne/essential-questions-for-students>

1. Formulate a response to these Essential Questions:
  - a. Why are the marketing topics listed in the Portfolio Project important to a company?
  - b. How would making improvements on these topics help the company's sales?
2. Now you are to create 2 Essentials Questions you think will help you focus the writing of your Portfolio Project.
  - a. Briefly discuss how your questions will guide the development of your Portfolio Project.

#### **Week 4: Outline**

Your outline should include:

1. The company you have chosen, along with key points about their Mission Statement and Product Definition.
2. The (3) marketing topics you have chosen.
3. Included with each marketing topic, a brief description of what the company is currently doing and your proposed new idea as it relates to each topic.
4. Please refer to **Requirements and Formatting** for the structure of the paper; the Outline itself should be about one page.

#### **Week 6: Rough Draft submission due for feedback from Instructor**

#### **Week 7: Final Submission and ePortfolio Submission**

Please upload your Portfolio Project to the following program outcome in your ePortfolio:

- Apply contemporary knowledge and skills to work effectively in the business community.
- Use the following naming convention: BUSS320 - Portfolio Project

**Week 7.5****Reflection**

For the final piece of your Portfolio Project, you will reflect upon the overall deliverable components of the Project and how it directly relates to both the Program Outcomes and Institutional Outcomes and the Bryant & Stratton Workplace Capabilities (in the chart below).

<b>Bryant &amp; Stratton College Workplace Capabilities</b>		
Tolerance	Communication	Attitude
Interpersonal Skills	Perseverance	Enthusiasm
<b>Problem Solving</b>	Persuasion	Productivity
Dependability	Informational Literacy	Technological Literacy
Financial Literacy		

For the video reflection portion of this assignment, please answer the following questions. For best results, you should outline the speaking points in the following topics and then use the outline as reference for your reflection. The total recording time for your video should be 3-5 minutes in length. You will also respond to two students' videos.

- How does this Portfolio Project address the Program and Institutional Outcomes listed on the first page of this project?

**NOTE:** For the Video Reflection, in addition to the instructions given, you must speak to "**Problem Solving**," then identify two additional Workplace Capabilities, and then discuss the following:

- Explain your reasoning for choosing these Workplace Capabilities and how they relate to your Portfolio Project experience.
- Analyze the importance of these Workplace Capabilities to your future career.

**Responses**

For your responses, you should reflect on the video presentation of two of your classmates. You may respond with a written commentary of what you learned from your classmate's reflection. Please make note of areas where you learned something from your classmate and offer at least one constructive item that would help that student based on your experience with the Portfolio Project.

**Reflection Grading Criteria**

Video Presentation:


- Student's voice should be clear and easy to understand.

- Video should be made in lighted conditions.
- Student should vary his/her tone of voice and use pauses effectively to place emphasis on important points.
- Student should provide additional insight in his/her own words. Student should not read verbatim from the written portion.
- Student should avoid non-words (“Um,” “Uh,” “You Know”) and practice using professional language.

For further directions on how to create a video in a Blackboard discussion, go to Student Resources.

*For specific grading information, please refer to the Portfolio Project Grading Rubric.*

Criteria	Above Expectations	Meets Expectations	Below Expectations	Points
<p><b>Content</b>  <i>65 points</i></p>	<p><i>65-58 points</i> Each of the three Marketing topics is explained in a substantive way. The content is accurate and/or persuasive. The paper links each topic to a detailed and appropriate example of a personal and professional experience. Data fully supports and develops the marketing topics.</p>	<p><i>57-45 points</i> Each of the three Marketing topics is explained, but may need more detail or missing some important concepts. The paper links each topic to an example of a personal and professional experience. Data mostly supports and develops the marketing topics.</p>	<p><i>44-0 points</i> Each of the three Marketing topics is not explained, is missing several important concepts, or provides inaccuracies. The paper does not link each topic to an example of a personal or professional experience. Missing the basic concept of the directions.</p>	
<p><b>Quality</b>  <i>25 points</i></p>	<p><i>25-23 points</i> Project is between 800 to 1000 words. All components are clearly present and are in a logical order. No grammar, punctuation, or spelling errors. Project adheres to all APA guidelines for document formatting (one-inch margins, double spaced, and 12-point font), with no errors in formatting.</p>	<p><i>22-18 points</i> Project is between 800 to 1000 words. All components are present and are in a generally logical order. There are 1 to 5 grammatical, spelling and/or punctuation errors. Project adheres to all APA guidelines for document formatting (one-inch margins, double spaced, and 12-point font), with few errors in formatting.</p>	<p><i>17-0 points</i> Project is not between 800 to 1000 words. All components are not present. Project flows in an illogical or disorganized order. There are 6 or more grammatical, spelling and/or punctuation errors. Project does not adhere to APA guidelines or may contain several errors in formatting.</p>	
<p><b>Sources/References</b>  <i>10 points</i></p>	<p><i>10-9 points</i> Provides support from 5 or more scholarly resources. All sources are properly cited in APA format (reference page and in-text citations) with no errors in citation. Direct quotes constitute less than 10% of the paper. Resources are used for support and clarity.</p>	<p><i>8-7 points</i> Provides support from at least 5 scholarly resources. All sources are properly cited in APA format (reference page and in-text citations) with 1 to 5 errors in citation. Direct quotes constitute less than 15% of the paper.</p>	<p><i>6-0 points</i> Does not provide support from at least 5 scholarly resources. Sources are not properly cited in APA format (reference page and in-text citations) with 6 or more errors in citation. There is evidence of plagiarism.</p>	
<p><b>Instructor Comments:</b></p>				<p><b>Total Points:</b></p>

Portfolio Project Reflection Grading Rubric 300-Level				
Criteria/Achievement Level	Exceeds Expectations	Meets Expectations	Needs Improvement	Points Awarded
<p><b>Articulation</b></p> <p><b>60 points</b></p>	<p><b>54-60 points</b></p> <p>The student’s reflection addresses more than the minimum number of required elements by including the assigned <i>Workplace Capability</i> of “<b>Problem Solving</b>” and more than the required number of additional <i>Workplace Capabilities</i>. He or she provides a deep, thoughtful reflection on the role <i>Workplace Capabilities</i> will play in the student’s current or future career. He or she also provides a thorough and deep examination of the strategies used to complete the portfolio project by addressing specific thinking strategies used and evaluating their effectiveness, thereby demonstrating a clear understanding of the importance of <i>Thinking Abilities</i>. Additionally, the student provides insightful discussion related to the achievement of Program and/or Institutional Outcomes.</p>	<p><b>42-53 points</b></p> <p>The student’s reflection addresses the minimum number of required elements by including the assigned <i>Workplace Capability</i> of “<b>Problem Solving</b>” and two additional <i>Workplace Capabilities</i>. The student reflects on the role <i>Workplace Capabilities</i> will play in his or her future career. He or she also discusses strategies used to complete the portfolio project by addressing specific thinking strategies used in creating the portfolio project. The student demonstrates an awareness of the importance of <i>Thinking Abilities</i>. The student addresses Program and/or Institutional Outcomes.</p>	<p><b>0-41 points</b></p> <p>The student’s reflection does not address all the required elements. The assigned <i>Workplace Capability</i> may be missing, or the discussion of additional <i>Workplace Capabilities</i> is absent. The student does not make clear connections between the <i>Workplace Capability</i> and his or her future workplace. He or she may not clearly address thinking strategies involved in the creation of the portfolio project, and the discussion related to the importance of reflection may be confused or unclear. The student does not address Program and/or Institutional Outcomes.</p>	<p>Click here to enter text.</p>
<p><b>Delivery</b></p> <p><b>40 points</b></p>	<p><b>36-40 points</b></p> <p>The student is easily understood, does not use words like, “um,” is professional in appearance, and engaging to watch. The presentation flows and the student transitions naturally between ideas. The student makes excellent use of different inflections, appears enthusiastic, speaks in different tones, and appears comfortable throughout the presentation.</p>	<p><b>28-35 points</b></p> <p>The student is easily understood, but may make use of words like “um.” The student attempts to use different inflections, changes tone occasionally, varies tone, and appears comfortable throughout the presentation.</p>	<p><b>0-27 points</b></p> <p>The student makes excessive use of words like, “um.” The presentation may be stilted or jarring and the speaker is monotone throughout. The student appears uncomfortable throughout the presentation.</p>	<p>Click here to enter text.</p>
<p><b>Instructor Feedback</b></p>			<p><b>Final Grade</b></p>	<p>Click here to enter text.</p>