

MKTG 2994 MARKETING E-PORTFOLIO CAPSTONE

2 CREDITS

SYLLABUS

CATALOG DESCRIPTION

Throughout the marketing program, students develop an ePortfolio to show off skills gained to prospective higher education programs and employers. This is to help students stand out for careers that align with their passion for marketing. Along with polishing individual ePortfolios, students will create a personal brand using integrated marketing communications concepts, research resources to both pursue and enhance careers in the marketing field, and research transfer and scholarship opportunities to pursue a bachelor's degree. Relevant experiences and examples will be shared for going beyond the resume to land challenging and rewarding career opportunities.

Prerequisites: BUSA 1110; MKTG 2110; MKTG 2215; MKTG 2330

Corequisites: MKTG 2231; MKTG 2245; MKTG 2410; MKTG 2430

Semester Offered: SPRING

GENERAL EDUCATION STUDENT LEARNING OUTCOMES

In the New Mexico General Education Curriculum students take courses in a variety of content areas, which may include Communications, Mathematics, Science, Social and Behavioral Sciences, Humanities, and the Creative and Fine Arts. Specific course requirements depend on your program. All general education courses focus on at least three of these skills. Other courses may also develop these skills.

Through these courses, students develop five essential skills:

COMMUNICATION

QUANTITATIVE REASONING

CRITICAL THINKING

PERSONAL AND SOCIAL RESPONSIBILITY

INFORMATION AND DIGITAL LITERACY

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or general education learning outcomes. For more information, please refer to the Dean of the appropriate School.

PROGRAM LEARNING OUTCOMES

Upon successful completion of this program, students will be able to ...

1. Utilize common business terminology, information search skills, presentation and writing skills, and team skills.

2. Recommend strategic and creative business options using data gathered through research and current technological applications.

3. Define and identify generally accepted accounting practices and apply legal and ethical principles to marketing activities.
4. Recognize the various media available for planning purposes and analyze factors to determine appropriate media sections to engage customers and meet organizational needs.
5. Develop various aspects of the marketing mix to address challenges and maximize both internal and external opportunities.
6. Utilize digital marketing strategies, tools, and analytics for developing engaging online marketing campaigns, measuring marketing performances, and evaluating campaign profitability to meet organizational goals and objectives.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students will be able to...

1. Establish a personal brand using integrated marketing communications concepts.
2. Develop an ePortfolio that showcases talents, skills, and previous work.
3. Develop a network of professional resources.
4. Explain career and/or educational searches and advance goals.