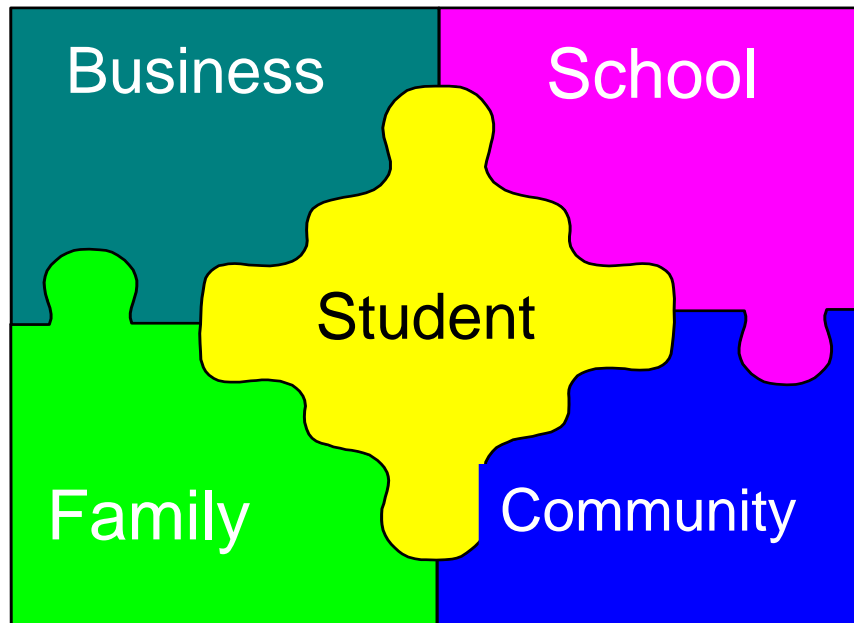


**MARKETING EDUCATION
COOPERATIVE EDUCATION STUDENT'S
TRAINING PORTFOLIO**
Associate Level



STUDENT TRAINEE

(SCHOOL NAME)
(SCHOOL ADDRESS)
(SCHOOL PHONE NUMBER)

MARKETING EDUCATION AND THE COOPERATIVE METHOD OF INSTRUCTION

What is Cooperative Education?

Cooperative education provides marketing-related work experience concurrent with academic studies. Not only will it enrich your education, it will help you make more informed career decisions. The program involves a cooperative effort between the employer and the school. You will develop confidence and time management skills through participation in cooperative education. Practical on-the-job training combined with classroom learning will better prepare you to meet the challenges of a changing technological society.

How will I relate what I learn in my marketing class to my job?

- You will be responsible for completing two connecting activities per grading period. These activities will challenge you to apply basic marketing concepts learned in class to your specific training station.
- Periodic meetings will be held to explain the connecting activities and to answer questions on the subject matter covered in the activities. Four of these meetings are required of all cooperative education students.

How will I be evaluated? Grades will be determined as follows:

- 40% Connecting activities:
You are responsible for the successful completion of your training portfolio of connecting activities.
- 30% Employer evaluation:
Your supervisor will evaluate you on basic work skills and job specific skills. This evaluation will be completed once per grading period.
- 20% Wage and hour forms:
Complete and correct wage and hour forms must be submitted to your coordinator no later than the 5th of the month. These forms will serve as documentation and validation of your work experience. It is also documentation that you have worked the required hours. If the 5th of the month falls on a weekend, workday, or holiday, the wage and hour form will be due on the last school day prior to the 5th of the month. There will be a penalty of 10 points per day for late forms.
- 10% Attendance at required meetings:
There will be one required meeting during the first week of school and one per GRADING PERIOD. You are expected to bring your latest check stub to these meetings. All meetings will be held during the time designated by your teacher-coordinator. Plan to remain the entire time.

Students will receive a grade of 100 for attending each required meeting. An unexcused absence from a required meeting will result in a grade of "0." In this case, the student is responsible for obtaining the information covered in the meeting from another co-op student.

Students will receive a grade of 100 for bringing their latest check stub to the required meeting. There will be a penalty of 10 points per day for late stubs. Stubs **WILL NOT** be checked during class, but must be shown to your teacher-coordinator during the required meeting. Late stubs should be shown to your teacher-coordinator either before 7:15 a.m. or during the time designated by your teacher-coordinator.

SAMPLE

MARKETING COOPERATIVE EDUCATION IMPORTANT DATES

NOTE: All meetings will be held during the time designated by your teacher-coordinator. Plan to remain the entire time.

AUGUST, 2000

Tuesday	August 15**	Required orientation to cooperative education
Wednesday	August 16**	Required orientation to cooperative education

** Choose one date to attend.

SEPTEMBER, 2000

Friday	September 8	Connecting Activity Due: Orientation to the Workplace
Friday	September 8	August wage and hour sheet due
Tuesday	September 12	Required meeting – Bring latest check stub

OCTOBER, 2000

Tuesday	October 3	September wage and hour sheet due
Friday	October 6	Connecting Activity Due: Career Development
Tuesday	October 24	Help session – Marketing connecting activity

NOVEMBER, 2000

Friday	November 3	October wage and hour sheet due
Wednesday	November 8	Connecting Activity Due: Marketing
Tuesday	November 14	Required meeting – Bring latest check stub

DECEMBER, 2000

Friday	December 1	Help session – Economics connecting activity
Friday	December 1	November wage and hour sheet due
Friday	December 8	Connecting Activity Due: Economics

JANUARY, 2001

Wednesday	January 3	December wage and hour sheet due
Tuesday	January 23	Help session – Selling connecting activity

FEBRUARY, 2001

Friday	February 2	January wage and hour sheet due
Tuesday	February 13	Required meeting / Help session - Promotion – Bring latest check stub
Tuesday	February 13	Connecting Activity Due: Selling

MARCH, 2001

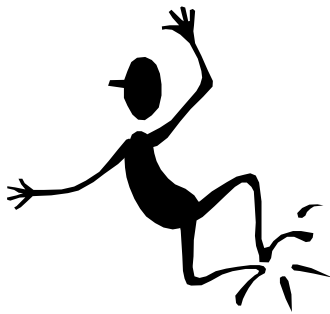
Friday	March 2	February wage and hour sheet due
Friday	March 9	Connecting Activity Due: Promotion

APRIL, 2001

Wednesday	April 4	March wage and hour sheet due
Tuesday	April 10	Required meeting / Help session – Distribution – Bring latest check stub
Friday	April 27	Connecting Activity Due: Distribution

MAY, 2001

Friday	May 4	April wage and hour sheet due
Wednesday	May 9	May wage and hour sheet due (hours to date)
Friday	May 18	Connecting Activity Due: Risk Management



GRADING PERIOD 1 CONNECTING ACTIVITY #1: ORIENTATION TO THE WORKPLACE North Carolina Marketing Cooperative Education Program

Due Date: _____

To be successful in any job, you need to learn many basic facts about the company. You will prepare a job outline to assist you in organizing information about your place of employment and in analyzing the various duties and responsibilities of your job. The following information should be included:

POINTS

- | | | | |
|----|-----|--|--|
| | I. | Basic Facts About Your Training Station | |
| | A. | General Information | |
| 3 | 1. | Name of business | |
| 8 | 2. | Correct address (including shopping center, zip code) and phone number | |
| 6 | 3. | Owner or manager's first and last name | |
| 8 | 4. | Immediate supervisor's first and last name (the person who will evaluate you) | |
| 2 | 5. | Name of your department | |
| 5 | 6. | Business hours of the training station | |
| 5 | 7. | Your general work schedule | |
| 5 | 8. | List the products and/or services offered for sale | |
| | B. | Rules and Regulations of the Training Station | |
| 3 | 1. | Breaks: Lunch, dinner, general (Do you get them and when?) | |
| 3 | 2. | Dress code (What are the guidelines for employees?) | |
| 3 | 3. | Absences and tardiness (What procedures are you to follow and what are the consequences if you fail to do so?) | |
| 4 | 4. | Employee Benefits (Do you receive discounts, bonuses, vacation time, etc.?) | |
| | 5. | Conduct | |
| 2 | a. | Visits by friends (Are they allowed?) | |
| 2 | b. | Phone usage (Can you use the phone while at work?) | |
| 2 | c. | Use of tobacco products (Are you allowed to smoke?) | |
| 2 | d. | Eating in work area (Are you allowed to eat on the job?) | |
| 2 | 6. | Employee meetings - Do you have regular meetings? How often? | |
| 5 | 7. | Shoplifting - What procedures do you follow if you suspect a customer of shoplifting? | |
| | II. | Duties and Responsibilities of Your Job | |
| 10 | A. | List specific duties and responsibilities of your job - be as detailed as possible. | |
| 5 | B. | How and when you are evaluated? | |
| 5 | C. | The importance of your position to the operation of the business - Where do you fit in? | |
| 5 | | Correct Format Followed | |
| 5 | | Spelling/Neatness | |

The outline may be typed or written neatly in ink.

EVALUATION FORM
GRADING PERIOD 1 CONNECTING ACTIVITY #1:
ORIENTATION TO THE WORKPLACE
North Carolina Marketing Cooperative Education Program
Due: _____

Name _____

- The outline may be typed or written **neatly** in ink.
- The outline should be in outline format as shown with sections and each topic clearly labeled.
- Your job outline will be evaluated based on the following criteria:
 - ⇒ Level of Completion
 - ⇒ Neatness

3	_____	Name of business
8	_____	Correct address (including zip code) and phone number
6	_____	Owner or manager's name
8	_____	Immediate supervisor's name
2	_____	Name of your department
5	_____	Business hours of the training station
5	_____	Your work schedule
5	_____	Products and services
3	_____	Breaks
3	_____	Dress code
3	_____	Absences and tardiness
4	_____	Benefits
2	_____	Visits by others
2	_____	Phone usage
2	_____	Use of tobacco products
2	_____	Eating in work area
2	_____	Employee meetings
5	_____	Shoplifting
10	_____	List specific duties and responsibilities of your job
5	_____	How and when you are evaluated
5	_____	The importance of your position to the operation of the business
5	_____	Correct format followed
5	_____	Spelling/Neatness
	_____	TOTAL POINTS EARNED
	_____	LESS: PENALTY FOR LATE WORK (10 points per day)
	_____	FINAL GRADE

*****REMINDER*****

***YOU WILL BE REQUIRED TO COMPLETE AN OUTLINE FOR EACH JOB
 YOU HAVE DURING THE SCHOOL YEAR!!***

**GRADING PERIOD 1 CONNECTING ACTIVITY #2:
CAREER DEVELOPMENT
North Carolina Marketing Cooperative Education Program**

Due Date: _____

All Career Development connecting activities should be placed behind this page.

Marketing Competency	Assignment
Set personal goals.	<ul style="list-style-type: none"> ◆ Conduct an interview with the top manager at your training station. Use the interview form provided and complete in your own handwriting.
Conduct a job search.	<p>Investigate the hiring policies and procedures used by your training station.</p> <ul style="list-style-type: none"> ◆ Explain any pre-employment testing required. ◆ Describe your interview with the company, giving examples of the questions asked. ◆ Enclose a blank copy of the current job application form used by your training station.

I. JOB INTERVIEW FORM

II. HIRING POLICIES/PROCEDURES

- A. Pre-employment testing required by the company
- B. Description of your interview
- C. Copy of job application

GRADING PERIOD 1 CONNECTING ACTIVITY #2:
CAREER DEVELOPMENT
North Carolina Marketing Cooperative Education Program
Due: _____

INTERVIEW FORM

Student: _____ Date of Interview: _____

Person Interviewed: _____

Job Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Signature of Interviewee: _____

How long have you worked for this company?

How long have you worked in this field?

How did you become involved in this field?

What are the major tasks involved in your job?

What is the most challenging aspect of your job and why?

What do you enjoy most about your job and why?

What do you enjoy least about your job and why?

What skills and qualities are absolutely essential for a person in this field?

What educational background, certification, training, licensing, or other qualifications are important for someone wishing to enter this field?

What is the typical career path for someone working their way up through the company?

What important challenges is the company facing now or in the near future?

What advice would you give to a high school student who wishes to pursue a career in this field?

Would you be interested in speaking to Marketing classes about careers in your industry? _____

Remember to thank the interviewee!

EVALUATION FORM
GRADING PERIOD 1 CONNECTING ACTIVITY #2: CAREER DEVELOPMENT
North Carolina Marketing Cooperative Education Program
Due: _____

NAME _____

INTERVIEW

Points Possible	Points Earned	Activity
4	_____	Basic Information
4	_____	How long have you worked for this company?
4	_____	How long have you worked in this field?
6	_____	How did you become involved in this field?
6	_____	What are the major tasks involved in your job?
6	_____	What is the most challenging aspect of your job and why?
6	_____	What do you enjoy most about your job and why?
6	_____	What do you enjoy least about your job and why?
6	_____	What skills and qualities are essential for a person in this field?
6	_____	What educational backgrounds . . . are important?
6	_____	What is the typical career path for someone . . .?
6	_____	What important challenges is the company facing?
6	_____	What advice would you give to a high school student?
4	_____	Would you be interested in speaking to Marketing classes?

HIRING POLICIES/PROCEDURES

Points Possible	Points Earned	Activity
8	_____	Explain required pre-employment testing
8	_____	Describe your employment interview
8	_____	Copy of company's job application enclosed

100 _____ **TOTAL POINTS EARNED**
 _____ **LESS: Penalty for late work (10 points per day) Date Submitted** _____
 _____ **FINAL GRADE**

GRADING PERIOD 2 CONNECTING ACTIVITY #1: MARKETING
North Carolina Marketing Cooperative Education Program

Due Date: _____

All Marketing connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain the concept of market and market identification.	Investigate marketing techniques used by your training station. <ul style="list-style-type: none"> ◆ Summarize the demographic, psychographic, geographic, and behavioral characteristics of its typical customer. ◆ Summarize how product, price, promotion, and place are used to attract that market.
Explain the marketing functions and related activities.	<ul style="list-style-type: none"> ◆ Discuss with your employer how the 9 marketing functions are performed in your training station.
Explain the types of business ownership.	<ul style="list-style-type: none"> ◆ Describe the form of business ownership under which your business operates. ◆ In your opinion, is this the best form of ownership for the company? <ul style="list-style-type: none"> ☞ If yes, explain why and discuss the advantages it receives from operating under this type of ownership. ☞ If no, which form would you recommend; explain your reasons for choosing that form and discuss the advantages you think the company will receive.

- I. CUSTOMER CHARACTERISTICS
- A. Demographic Characteristics
 - B. Psychographic Characteristics
 - C. Geographic Characteristics
 - D. Behavioral Characteristics

- II. MARKETING STRATEGIES USED TO REACH THE TARGET MARKET
- A. Product Decisions
 - B. Price Decisions
 - C. Promotion Decisions
 - D. Place Decisions

- III. MARKETING FUNCTIONS
- A. Distribution
 - B. Financing
 - C. Marketing Information Management
 - D. Pricing
 - E. Product/Service Planning
 - F. Promotion
 - G. Purchasing
 - H. Risk Management
 - I. Selling

- IV. BUSINESS OWNERSHIP
- A. Type of ownership
 - B. Analysis of ownership

GRADING PERIOD 2 CONNECTING ACTIVITY #1: MARKETING
North Carolina Marketing Cooperative Education Program

Name: _____

Training Station: _____

Course: _____

Due Date: _____

I. CUSTOMER CHARACTERISTICS

A. Demographic Characteristics _____

B. Psychographic Characteristics _____

C. Geographic Characteristics _____

D. Behavioral Characteristics _____

II. MARKETING STRATEGIES USED

A. Product Decisions _____

B. Price Decisions _____

C. Promotion Decisions _____

D. Place Decisions _____

MARKETING FUNCTIONS

A. Distribution _____

B. Financing _____

- C. Marketing Information Management _____

- D. Pricing _____

- E. Product/Service Planning _____

- F. Promotion _____

- G. Purchasing _____

- H. Risk Management _____

- I. Selling _____

III. BUSINESS OWNERSHIP

- A. Type of Ownership _____

- B. Analysis (Is this the best form of ownership for the company? Explain your answer and discuss advantages to the company.) _____

EVALUATION FORM
GRADING PERIOD 2 CONNECTING ACTIVITY #1: MARKETING
North Carolina Marketing Cooperative Education Program
Due: _____

NAME _____

Points Possible	Points Earned	Activity
<i>CUSTOMER CHARACTERISTICS</i>		
5	_____	Demographic Characteristics
5	_____	Psychographic Characteristics
5	_____	Geographic Characteristics
5	_____	Behavioral Characteristics
<i>MARKETING STRATEGIES USED</i>		
5	_____	Product Strategies
5	_____	Price Strategies
5	_____	Promotion Strategies
5	_____	Place Strategies
<i>MARKETING FUNCTIONS</i>		
5	_____	Distribution
5	_____	Financing
5	_____	Marketing Information Management
5	_____	Pricing
5	_____	Product/Service Planning
5	_____	Promotion
5	_____	Purchasing
5	_____	Risk Management
5	_____	Selling
<i>BUSINESS OWNERSHIP</i>		
5	_____	Type of ownership
10	_____	Analysis of ownership
100	_____	TOTAL POINTS EARNED
	_____	LESS: Penalty for late work (10 points per day) Date Submitted _____
	_____	FINAL GRADE

GRADING PERIOD 2 CONNECTING ACTIVITY #2: ECONOMICS
North Carolina Marketing Cooperative Education Program

Due Date: _____

All Economics connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain the concept of supply and demand.	Choose 5 products sold by your training station. <ul style="list-style-type: none"> ◆ Determine whether each product has relatively elastic or inelastic demand. ◆ Explain the factors (as discussed in class) that affect the elasticity of demand for each product.
Explain the concept of utility.	<ul style="list-style-type: none"> ◆ Explain how your training station provides time utility, place utility, and possession utility for its customers. ◆ Give specific examples to justify your answers.
Explain the concepts and characteristics of private enterprise: Competition.	<ul style="list-style-type: none"> ◆ List your training station's 3 major competitors relative to its location. Be specific and explain why they are considered a major competitor. ◆ Describe the use of price and non-price competition by your training station. Give specific examples.
Explain the concepts and characteristics of private enterprise: Government Involvement.	<ul style="list-style-type: none"> ◆ Make a list of at least 5 examples of government involvement at your place of business. ◆ Write an explanation beside each example explaining why the government might feel the need to be involved in this situation.

GRADING PERIOD 2 CONNECTING ACTIVITY #2: ECONOMICS
North Carolina Marketing Cooperative Education Program

Name: _____

Training Station: _____

Course: _____

Due Date: _____

SUPPLY AND DEMAND

PRODUCT	ELASTIC / INELASTIC	FACTORS
1.		
2.		
3.		
4.		
5.		

UTILITY

TYPE	EXPLANATION	EXAMPLES
Time		
Place		
Possession		

MAJOR COMPETITORS

MAJOR COMPETITOR	EXPLANATION
1.	
2.	
3.	

PRICE COMPETITION

NON-PRICE COMPETITION

GOVERNMENT INVOLVEMENT

EXAMPLE	EXPLANATION
1.	
2.	
3.	
4.	
5.	

EVALUATION FORM
GRADING PERIOD 2 CONNECTING ACTIVITY #2: ECONOMICS
North Carolina Marketing Cooperative Education Program
Due: _____

NAME _____

SUPPLY AND DEMAND

Product #	Elastic/Inelastic Classification		Factors Affecting Elasticity		TOTAL
	Points Possible	Points Earned	Points Possible	Points Earned	
1.	3	_____	2	_____	_____
2.	3	_____	2	_____	
3.	3	_____	2	_____	
4.	3	_____	2	_____	
5.	3	_____	2	_____	

UTILITY

Type	Explanation		Examples		TOTAL
	Points Possible	Points Earned	Points Possible	Points Earned	
Time	4	_____	2	_____	_____
Place	4	_____	2	_____	
Possession	4	_____	2	_____	

MAJOR COMPETITORS

Competitor #	Points Possible	Points Earned	Activity	TOTAL
	1.	6		
2.	6	_____	Explanation	
3.	6	_____	Explanation	

PRICE COMPETITION

Points Possible: 4

NON-PRICE COMPETITION

Points Possible: 5

GOVERNMENT INVOLVEMENT

Example #	Points Possible	Points Earned	Activity	TOTAL
	1.	6		
2.	6	_____	Explanation	
3.	6	_____	Explanation	
4.	6	_____	Explanation	
5.	6	_____	Explanation	

TOTAL POINTS EARNED

LESS: Penalty for late work (10 points per day) Date Submitted _____

FINAL GRADE

GRADING PERIOD 3 CONNECTING ACTIVITY #1: SELLING
North Carolina Marketing Cooperative Education Program

Due Date: _____

All Selling connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain the purpose and importance of selling.	<ul style="list-style-type: none"> ◆ Identify the positions in your training station that require selling skills. ◆ Explain briefly how each position uses selling skills.
Explain the buying/selling process.	Choose 5 different products offered at your training station. <ul style="list-style-type: none"> ◆ For each product, identify the rational and emotional buying motives that may stimulate customers to buy that product.
Explain the nature of and facilitate positive customer/client relations.	<ul style="list-style-type: none"> ◆ Explain a situation in which you had to handle a difficult customer. ◆ Analyze your actions and whether you could have handled the situation in a more productive and positive manner. ◆ Explain the effects of your actions on the business.
Explain and demonstrate the steps of a sale.	Choose 3 products offered at your training station. <ul style="list-style-type: none"> ◆ For each product list 3 features and their related benefit(s) to the customer.
Process special transactions in marketing that are essential to offering customer/client services.	<ul style="list-style-type: none"> ◆ Determine which of the following special transactions are offered to customers at your training station: Layaway, Refunds/Exchanges, Coupons, and Gift Certificates. Explain the company's policy with regard to each type of transaction.

I. POSITIONS REQUIRING SELLING SKILLS

II. BUYING MOTIVES

III. DIFFICULT CUSTOMER SITUATION

- A. Description of situation
- B. Analysis of situation
- C. Effect on company

IV. FEATURE/BENEFIT CHARTS

V. SPECIAL TRANSACTIONS

GRADING PERIOD 3 CONNECTING ACTIVITY #1: SELLING
North Carolina Marketing Cooperative Education Program

Name: _____

Training Station: _____

Course: _____

Due Date: _____

POSITIONS REQUIRING SELLING SKILLS

Position/Explanation _____

Position/Explanation _____

Position/Explanation _____

BUYING MOTIVES

PRODUCT	RATIONAL MOTIVES	EMOTIONAL MOTIVES
1.		
2.		
3.		
4.		
5.		

DIFFICULT CUSTOMER SITUATION

Description of Situation _____

Analysis of Your Actions _____

Effect on Company _____

FEATURE/BENEFIT CHART

PRODUCT	FEATURE	BENEFIT
#1	1.	1.
	2.	2.
	3.	3.
#2	1.	1.
	2.	2.
	3.	3.
#3	1.	1.
	2.	2.
	3.	3.

SPECIAL TRANSACTIONS

TRANSACTION	YES	NO	EXPLANATION
Layaway			
Refunds/Exchanges			
Coupons			
Gift Certificates			

EVALUATION FORM
GRADING PERIOD 3 CONNECTING ACTIVITY #1: SELLING
North Carolina Marketing Cooperative Education Program
Due: _____

NAME _____

TOTAL

POSITIONS REQUIRING SELLING SKILLS **Points Possible: 10** _____

BUYING MOTIVES

Product #	Rational Motives		Emotional Motives		<u>TOTAL</u>
	Points Possible	Points Earned	Points Possible	Points Earned	
1.	2	_____	2	_____	
2.	2	_____	2	_____	
3.	2	_____	2	_____	
4.	2	_____	2	_____	
5.	2	_____	2	_____	_____

DIFFICULT CUSTOMER SITUATION

Points Possible	Points Earned	Activity	<u>TOTAL</u>
8	_____	Description of situation	
8	_____	Analysis of situation	
8	_____	Effect of company	_____

FEATURE/BENEFIT CHART

Product #	Features		Benefits		<u>TOTAL</u>
	Points Possible	Points Earned	Points Possible	Points Earned	
1.	6	_____	6	_____	
2.	6	_____	6	_____	
3.	6	_____	6	_____	_____

SPECIAL TRANSACTIONS

Transaction Type	Points Possible	Points Earned	<u>TOTAL</u>
Layaway	2.5	_____	
Refunds/Exchanges	2.5	_____	
Coupons	2.5	_____	
Gift Certificates	2.5	_____	_____

100 **TOTAL POINTS EARNED** _____

LESS: Penalty for late work (10 points per day) Date Submitted _____

FINAL GRADE _____

GRADING PERIOD 3 CONNECTING ACTIVITY #2: PROMOTION
North Carolina Marketing Cooperative Education Program

Due Date: _____

All Promotion connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain the types of promotion: Advertising	Explain how your company uses advertising. ♦ Collect 2 examples of print advertising by the company. ♦ In what publication did each ad appear? ♦ Who develops the print ads for your company? ♦ Does your company use broadcast advertising? What type? ☞ If so, complete the Broadcast Ad form.
Explain the types of promotion: Sales Promotion	♦ Who plans and organizes the sales promotion activities? ♦ List the sales promotion activities used by your training station.
Explain the types of promotion: Publicity	♦ Explain how your training station uses publicity. ♦ Bring in an example of a news release or article and explain whether the publicity was positive or negative.
Explain public relations activities	♦ Explain the employee relations activities sponsored by your company. ♦ Explain the community relations activities in which your company is involved. ♦ Who determines in which community activities the company participates?

- I. ADVERTISING
 - A. 2 print ads
 - B. Developer of ads
 - C. Broadcast ad use – complete form if necessary

- II. SALES PROMOTION
 - A. Person responsible for sales promotion
 - B. List of sales promotion activities

- III. PUBLICITY
 - A. Explanation
 - B. Example of news release or article
 - C. Explanation of news release or article

- IV. PUBLIC RELATIONS
 - A. Employee relations activities
 - B. Community relations activities
 - C. Person responsible for community relations

You must obtain your supervisor's signature on this assignment.

GRADING PERIOD 3 CONNECTING ACTIVITY #2: PROMOTION
North Carolina Marketing Cooperative Education Program

Name: _____

Training Station: _____

Course: _____

Due Date: _____

ADVERTISING

Attach two (2) print advertisements

In what publication did each ad appear?

Ad #1 _____

Ad #2 _____

Who develops the print advertising for your company? _____

Does your company use broadcast advertising?

No _____

Yes _____ What kind? _____ (Complete Broadcast Ad form)

SALES PROMOTION

Who develops the sales promotion activities for your company? _____

List sales promotion activities used by your training station.

1. _____

2. _____

3. _____

PUBLICITY

How does your training station use publicity? _____

Attach example of a news release or article.

Explain whether the news release or article was positive or negative. _____

PUBLIC RELATIONS

Explain the employee relations activities sponsored by your company. _____

Explain the community relations activities sponsored by your company. _____

Who determines the activities of the community in which the company sponsors/participates?

Company Representative Name (printed) _____

Company Representative Signature _____

Company Representative Title _____

**GRADING PERIOD 3 CONNECTING ACTIVITY #2: PROMOTION
BROADCAST ADVERTISING
North Carolina Marketing Cooperative Education Program**

Due Date: _____

CHOOSE ONE BROADCAST AD TO ANALYZE. COMPLETE THE FORM BASED ON THE CHOSEN AD.

GENERAL CONTENT OF AD _____

TYPE OF MEDIA _____ Radio _____ Television

STATION CALL LETTERS _____
 (Include all applicable stations)

TARGET MARKET OF AD _____

FREQUENCY OF AD ON EACH STATION

STATION	FREQUENCY	TIME SLOTS

PURPOSE OF AD _____

EVALUATION FORM
GRADING PERIOD 3 CONNECTING ACTIVITY #2: PROMOTION
North Carolina Marketing Cooperative Education Program
Due: _____

NAME _____

- 93-100 The four types of promotion are addressed. The types of promotion used by the training station are described in detail. Examples are thoroughly described, categorized and several printed samples are attached when applicable. Employee relations activities are described in detail and examples are given. Information is accurate for the individual training station as evidenced by a manager's signature. The details, analysis, and explanations provide evidence that the student possesses a complete understanding of the role of promotion in the training station's marketing strategy. The assignment is neat and virtually free of errors in spelling, punctuation, and grammar.
- 85-92 The four types of promotion are addressed. The types of promotion used by the training station are described in some detail. Examples are given, categorized, and some printed samples are attached when applicable. Employee relations activities are described; examples may or may not be given. The majority of the information is accurate for the individual training station, and someone from the business has signed the assignment. The details, analysis, and explanations provide evidence that the student possesses an adequate understanding of the role of promotion in the training station's marketing strategy. The assignment is neat and contains few, if any, errors in spelling, punctuation, and grammar.
- 77-84 The four types of promotion may or may not be addressed. The types of promotion used by the training station are mentioned, though detail may be absent. Examples may be included, although they may or may not be categorized. At least one printed sample is attached when applicable. Employee relations activities are mentioned; examples may or may not be given. Most of the information is accurate for the individual training station, though it may contain some inconsistencies. Someone from the business has signed the assignment. The details, analysis, and explanations provide evidence that the student possesses some understanding of the role of promotion in the training station's marketing strategy, though inconsistencies may be present. The assignment may lack neatness and contain errors in spelling, punctuation, and grammar.
- 70-76 The four types of promotion may or may not be addressed. The types of promotion used by the training station are mentioned, though detail is absent. Few, if any, examples are to be included, and may or may not be categorized. At least one printed sample is attached when applicable. Employee relations activities are mentioned; examples may or may not be given. Most of the information is accurate for the individual training station, though it may contain some inconsistencies. Someone from the business has signed the assignment. The details, analysis, and explanations provide evidence that the student possesses some understanding of the role of promotion in the training station's marketing strategy, though inconsistencies may be present. The assignment may lack neatness and contain many errors in spelling, punctuation, and grammar.
- Below 70 Assignment is unacceptable.

_____ **TOTAL POINTS EARNED**
 _____ **LESS: Penalty for late work (10 points per day) Date Submitted** _____
 _____ **FINAL GRADE**

COMMENTS _____

GRADING PERIOD 4 CONNECTING ACTIVITY #1: DISTRIBUTION
North Carolina Marketing Cooperative Education Program

Due Date: _____

All Distribution connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain the physical distribution process.	<ul style="list-style-type: none"> ◆ Describe the channel of distribution for your company. ◆ Draw the channel of distribution.
Explain storing considerations.	<ul style="list-style-type: none"> ◆ Describe where products are stored prior to sale and explain why this method of storage is necessary. (Example: Private warehouse, distribution center, etc.)
Explain the receiving process.	<ul style="list-style-type: none"> ◆ Describe how merchandise is received and checked at your work site.
Explain the marking methods.	<ul style="list-style-type: none"> ◆ Describe how stock is marked at your training station.

I. CHANNEL OF DISTRIBUTION

- A. Describe
- B. Draw

II. STORING CONSIDERATIONS

- A. Location(s) of storage
- B. Justification of storage decisions

III. INVENTORY CONTROL PROCESS

- A. Description of receiving process
- B. Description of marking methods

GRADING PERIOD 4 CONNECTING ACTIVITY #1: DISTRIBUTION
North Carolina Marketing Cooperative Education Program

Name _____

Training Station _____

Course _____

Due Date _____

CHANNEL OF DISTRIBUTION

Describe the channel of distribution for your company _____

Draw your company's channel of distribution below.

STORING CONSIDERATIONS

Where are your company's products stored prior to sale? _____

Why is this an appropriate method of storage for your company? _____

INVENTORY CONTROL PROCESS

Who is responsible for verifying the quantity and condition of merchandise received by your company? _____

Which method is used by your company to check merchandise received?

Blind check _____ Direct check _____ Dummy invoice check _____

Spot check _____ Other (explain) _____

Which method(s) of marking stock does your company use?

UPCs _____ Source marking _____ Preretailing marking _____

Other (explain) _____

<p>EVALUATION FORM</p> <p>GRADING PERIOD 4 CONNECTING ACTIVITY #1: DISTRIBUTION</p> <p>North Carolina Marketing Cooperative Education Program</p> <p>Due: _____</p>

NAME _____

Points will be earned based on the following:

- Thorough description of the issue at your training station*
- Accuracy of the information*
- Use and application of correct terminology relating to distribution*
- Neatness*
- Correct grammar, punctuation, and spelling*

CHANNEL OF DISTRIBUTION

Points Possible	Points Earned	Activity
-----------------	---------------	----------

- | | | |
|----|-------|--|
| 20 | _____ | Describe your training station’s channel of distribution. |
| 20 | _____ | Draw the channel(s) of distribution for your training station. |

STORING CONSIDERATIONS

Points Possible	Points Earned	Activity
-----------------	---------------	----------

- | | | |
|----|-------|--|
| 10 | _____ | Describe the location of your training station’s storage facilities. |
| 20 | _____ | Justify the storage decisions made for your training station. |

INVENTORY CONTROL PROCESS

Points Possible	Points Earned	Activity
-----------------	---------------	----------

- | | | |
|----|-------|--|
| 15 | _____ | Describe your training station’s receiving process. |
| 15 | _____ | Describe your training station’s methods of marking stock. |

100	_____	TOTAL POINTS EARNED
	_____	LESS: Penalty for late work (10 points per day) Date Submitted _____
	_____	FINAL GRADE

**GRADING PERIOD 4 CONNECTING ACTIVITY #2:
RISK MANAGEMENT
North Carolina Marketing Cooperative Education Program**

Due Date: _____

All Risk Management connecting activities should be placed behind this page.

Marketing Competency	Assignment
Explain methods of preventing shoplifting and procedures for handling accidents.	<ul style="list-style-type: none"> ◆ Describe the methods used in your training station to prevent shoplifting/theft. ◆ Report on the accident procedures used in your training station. Be specific.
Explain and use safety precautions.	<ul style="list-style-type: none"> ◆ Describe the training that your company's employees receive on safety and security.

- I. SHOPLIFTING AND ACCIDENT PROCEDURES
 - A. Description of shoplifting prevention methods
 - B. Description of accident procedures

- II. TRAINING
 - A. Safety procedures
 - B. Security procedures

EVALUATION FORM GRADING PERIOD 4 CONNECTING ACTIVITY #2: RISK MANAGEMENT North Carolina Marketing Cooperative Education Program Due: _____

NAME _____

Points will be earned based on the following:

- Thorough description of the issue at your training station*
- Accuracy of the information*
- Use and application of correct terminology relating to safety and security*
- Neatness*
- Correct grammar, punctuation, and spelling*

SHOPLIFTING and ACCIDENT PROCEDURES

	Points Possible	Points Earned	Activity
25	_____		Describe your training station's methods of preventing shoplifting.
25	_____		Describe the procedures for handling accidents at your training station.

TRAINING

	Points Possible	Points Earned	Activity
25	_____		Describe the training that employees receive on safety procedures.
25	_____		Describe the training that employees receive on security procedures.

100 _____ **TOTAL POINTS EARNED**

 _____ **LESS: Penalty for late work (10 points per day) Date Submitted _____**

 _____ **FINAL GRADE**

RESOURCES

Farese, Lois S., Kimbrell, Grady, and Woloszyk, Carl A. Marketing Essentials, Glencoe/McGraw-Hill Publishing Company, Lake Forest, Ill., 1997.