Marketing Management: Co-op Work Term Report Guidelines
Work Term Three: E-PORTFOLIO

A. WORK TERM THREE

Many job candidates use a professional portfolio to review their accomplishments. It is an excellent document to use to summarize your professional development, as well as a tool that you can use for future applications and interviews. As you prepare your portfolio, consider what you believe an employer would like to see.

This project will bring your co-op work, academic and all other experiences and accomplishments into a single professional portfolio.

B. ELEMENTS OF A PORTFOLIO

Your portfolio should be a systematically organized, professional presentation of your accomplishments. Each "artifact" you include should be carefully described, and the reader should know why you included it – why you are proud of it, what it shows about your skill development, why it was useful to an employer etc.

Don't just drop items into ePortfolio without explaining why they are there – make every element purposeful. The portfolio should describe who you have become through your academic, work and life experiences.

Consider preparing a cover letter, too, with brief reasons for why you included each item (the detailed explanations should be a part of the item itself), along with a hyperlink to that item within the ePortfolio. Prepare the letter as though you were applying for a job, and demonstrate why an employer should hire you above other candidates.

NOTE: You should create this portfolio electronically through the Courselink ePortfolio tool or an alternative ePortfolio system. CourseLink's ePortfolio is available as a link on the left side of your Courselink home page. For help using ePortfolio, click on FAQ on the right side of the Courselink home page, then click on online tools on the top row, then on ePortfolio under General resources. While learning this tool will take a little while, it is easy to update and share with prospective employers.

You can use an alternate free platform like Wix.com, Shopify.com, or any other web hosting platform (especially if you want to use this as a future professional job-hunting tool). In that case, you are welcome to do so – but please confirm with your Faculty Advisor that your approach and the chosen platform are acceptable.

Things to consider including in your e-portfolio:

• Resume (up to date, including your current position)
• Learning objectives from your two earlier work terms and your judgment about whether you accomplished them
• Copies of co-op work term reports from previous work terms
• Up-to-date academic transcript (WebAdvisor copy is acceptable)
• University course descriptions, organized into a logical grouping (for example, skills-based or discipline-specific) – do not include all courses but the ones you feel were most important in your learning

Additional samples of work & accomplishments:

• Reports and projects produced independently during your work and academic terms and team projects can be included. Still, you should state your role in the research or report's writing. You should include only two or three of your best reports/projects. If you have received feedback on these, you should revise the reports to address this.
• Samples of other work completed – brochures, website creation/content, PPT presentations, a product from your service learning in housing course if applicable
• Samples to demonstrate technical abilities – Word, Excel, PowerPoint, various graphics programs, website programs
• List of additional training, certifications, workshops, case competitions, and conferences attended (including descriptions)
• Volunteer work – goals, accomplishments, products completed
• Letters of recommendation
• Awards, scholarships

C. PORTFOLIO SPECIFICATIONS

How you organize your portfolio is up to you, but please consider this carefully before setting up the navigation and pages in your presentation. Please consider presentation, professionalism, and ease of finding specific information.

Submit a link to your ePortfolio to your Faculty Advisor by the fifth class day of the semester following the completion of your four-month work term.

D. WHAT MAKES A GOOD PORTFOLIO?

• Presentation: Does your portfolio look professional, and is it organized well?
• Impact: Does the portfolio make a strong case for why an employer should hire you? Are all artifacts described as to their importance in your development?
• Value: Is this portfolio of value to you? Although this is a co-op assignment, your portfolio should be helpful to you in the future.
• Length: There is no specified length. It should be as long or as short as necessary. The size will depend on your own experiences.

E. TIPS

Please consider quality and not quantity when creating your ePortfolio.

Because of the confidential material in your portfolio, **you should not seek your supervisor's signature on the Employer Work Term Report Evaluation**. Their approval is not required for this work term report submission.

The portfolio will include personal information regarding past work term skill development and other details that will be viewed only by yourself and your Faculty Advisor.

Be careful not to display a confidential report you have done for a company without prior approval from your supervisor.

F. SUBMITTING YOUR ePORTFOLIO

After creating and compiling "artifacts" for your portfolio, you must add them to a new Presentation which you will share with your Faculty Advisor for grading. For instructions on how to do this, see below.

Step 1: Sign in to CourseLink and access your ePortfolio.

Step 2: Once logged into the ePortfolio section of CourseLink, you will see the option to create a New Presentation. Select this option.
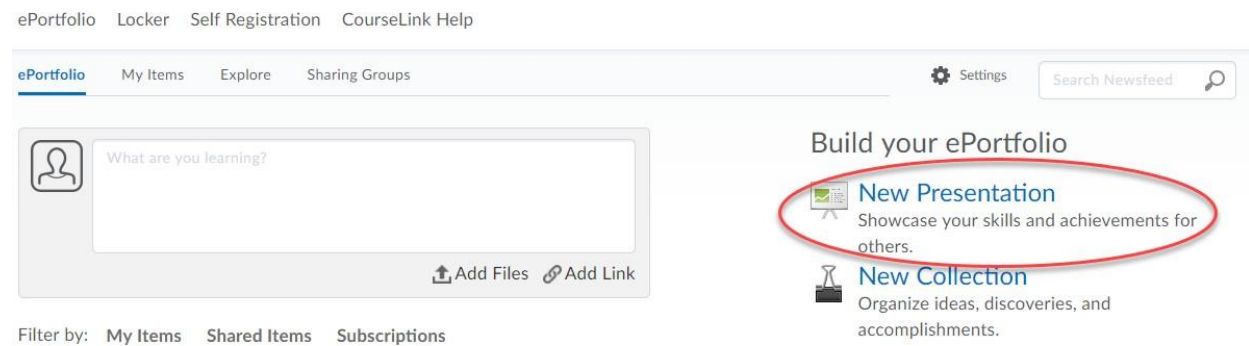
Step 3: You will be prompted to name and describe your presentation at this stage. Fill in these
fields and click "Save."

Step 4: Next, you will add the components to your presentation known as "artifacts." Click on the "My Items" tab, then "Add," then click "File Upload."
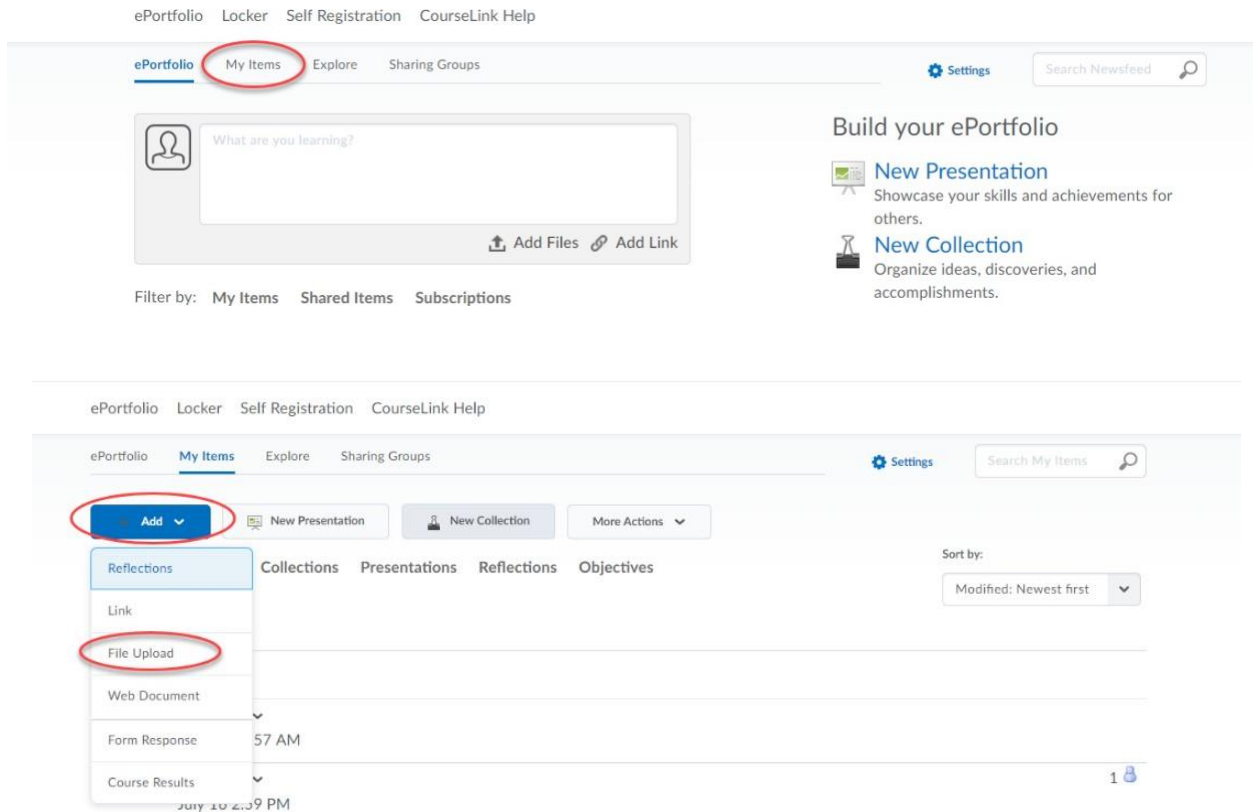
Step 5: You will then be prompted to select the location of your file. Choose "My Computer" and select the item you wish to upload. Click "Add."
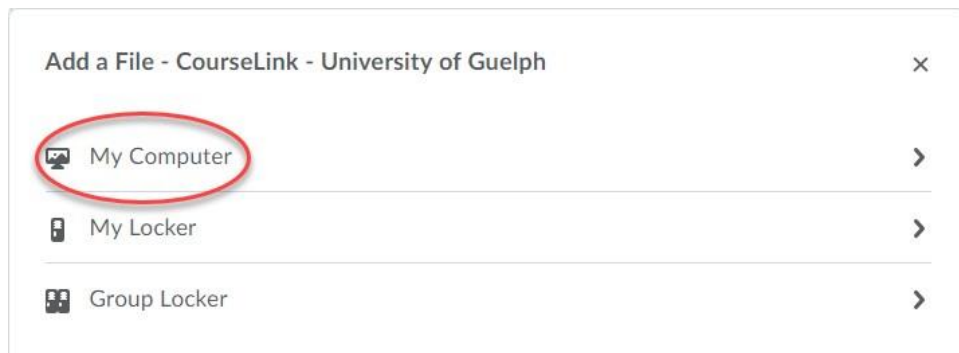
Add a File - CourseLink - University of Guelph   ×

Sample.docx (11.59 KB) ✕

Add   Back   Cancel

Step 6: At this stage, you will see your uploaded file has been attached. If you are satisfied, click
 "Next."

ePortfolio   Locker   Self Registration   CourseLink Help

Add Artifact - Upload a File

Upload File *

Sample.docx (11.59 KB) ✕

Next   Cancel

Step 7: You will be prompted to name and include a description of your Artifact. Fill out these fields and then click "Save."

ePortfolio   Locker   Self Registration   CourseLink Help

Add Artifact - Upload a File

File

Sample.docx (11.59 KB)

Name *

Sample

Description

This is a sample artifact

Tags

[   ]   Add Tag

What are tags?

Save   Back   Cancel

Step 8: Check the following boxes and click "Save and Close."

Comments / Assessments

When you select the check boxes for Comments and Assessments you allow users with sufficient permission to add comments, or assessment based on rubrics.

✔ Allow others to add/view comments if they have sufficient permission

✔ Allow others to add/view assessments if they have sufficient permission

Add Rubrics

Presentations Containing this Artifact

Display this artifact in a presentation to make it part of a showcase of your work.

There are no presentations displaying this artifact

Learning Outcomes

Link this item with learning outcomes to track evidence of your learning.

Associate Learning Outcomes

There are currently no learning outcomes for this item.

Save and Close   Save   Cancel

Step 9: Now, you must add the Artifacts you have put together for this work term report to your ePortfolio presentation. Do this by accessing the "ePortfolio" tab.
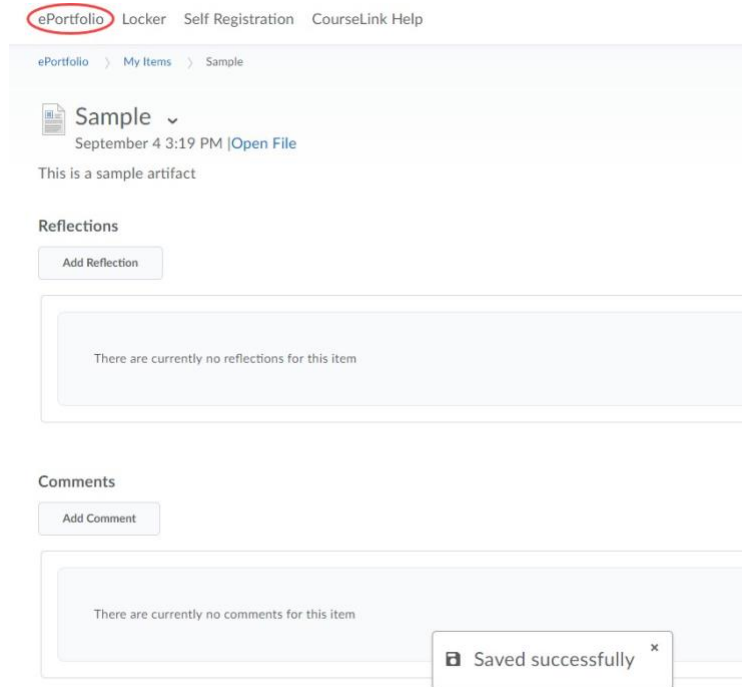
Step 10: Next, click on your presentation and the "Edit" button.
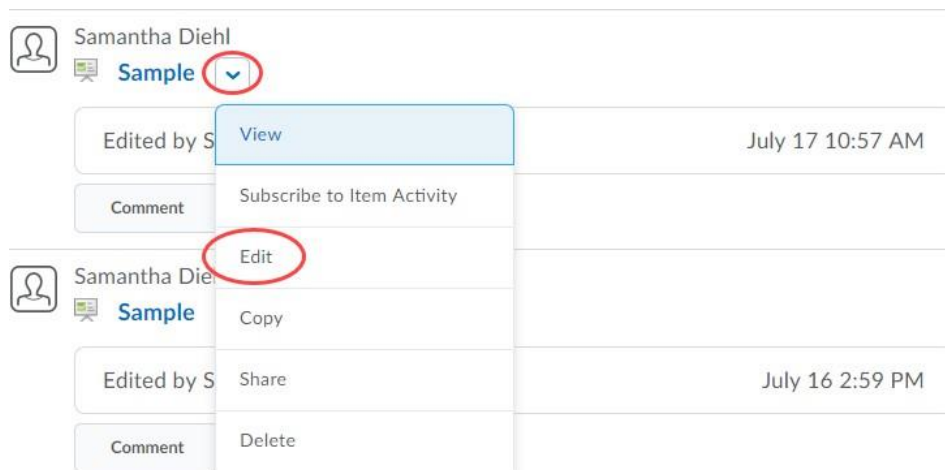
Step 11: You will then click the "Content/Layout Tab" and select the "Add Component," which will open all the artifacts you have created. Be sure to add all of the items you wish to be graded. Click "Add."

Sample v

July 16, 1:57 PM! View Presentation

Properties   Content/ Lay.2.Y..t   Banner   Theme

Content/ Layout

Change the location for navigation, and change the layout of content areas. And add content through the trial page. Use the drop-down menus to edit an item, change its position or remove it from th
e presentation.

Edit Presentation Navigation   Edit Page Layout

Pages	...	Content Area 1	
☐ t+		New Page	
New Page			Add Component

Content Area 2

Add Component

Close

Add Content - Sample   X

Select the type of content to add.
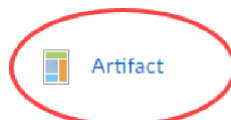
🖼 Artifact

[i Artifact, reflection, or learning outcome from a collection

[i Artifacts or reflections by learning outcome

Reflection

D Text area
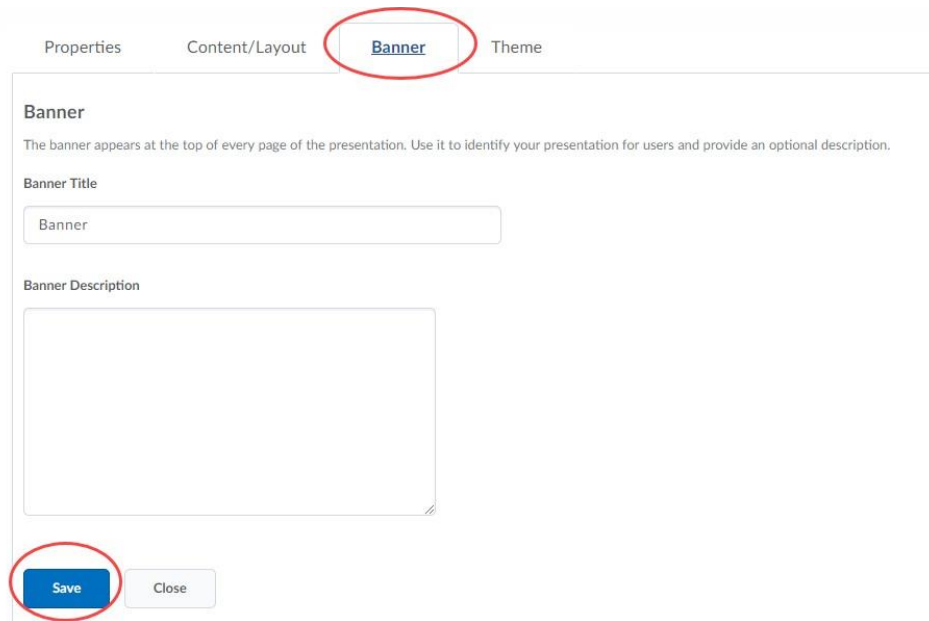
Cancel

Step 12: Next, customize your Banner (the next tab). The header at the top of your portfolio will clearly display the Banner's name. Click "Save" after adding this information.
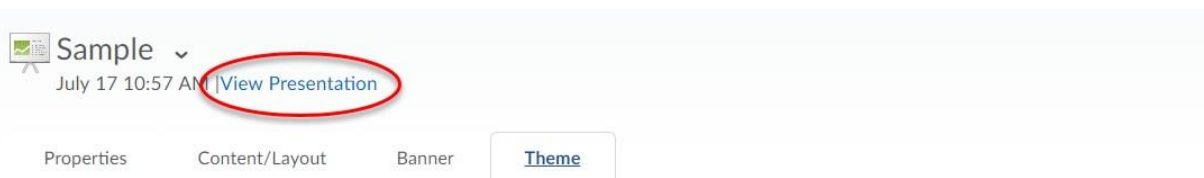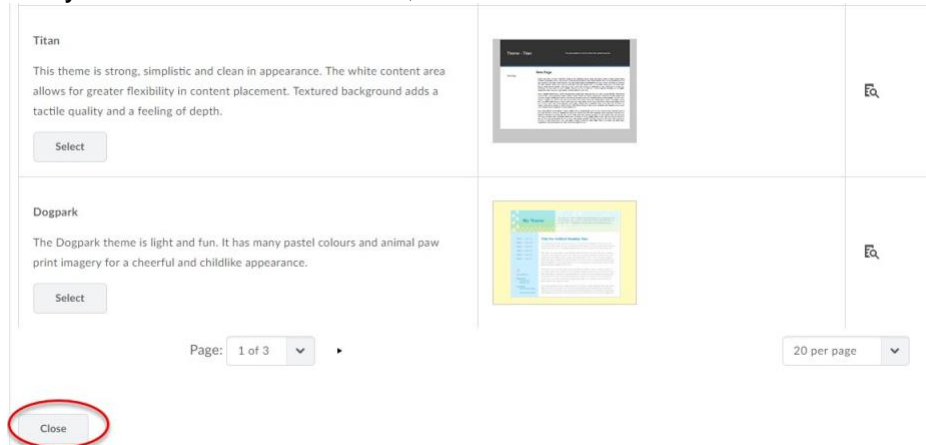
Step 13: Navigate to the next tab, "Theme," and choose a theme that best displays your portfolio items. There are many themes to choose from. Once you find a theme you like, choose "Select."
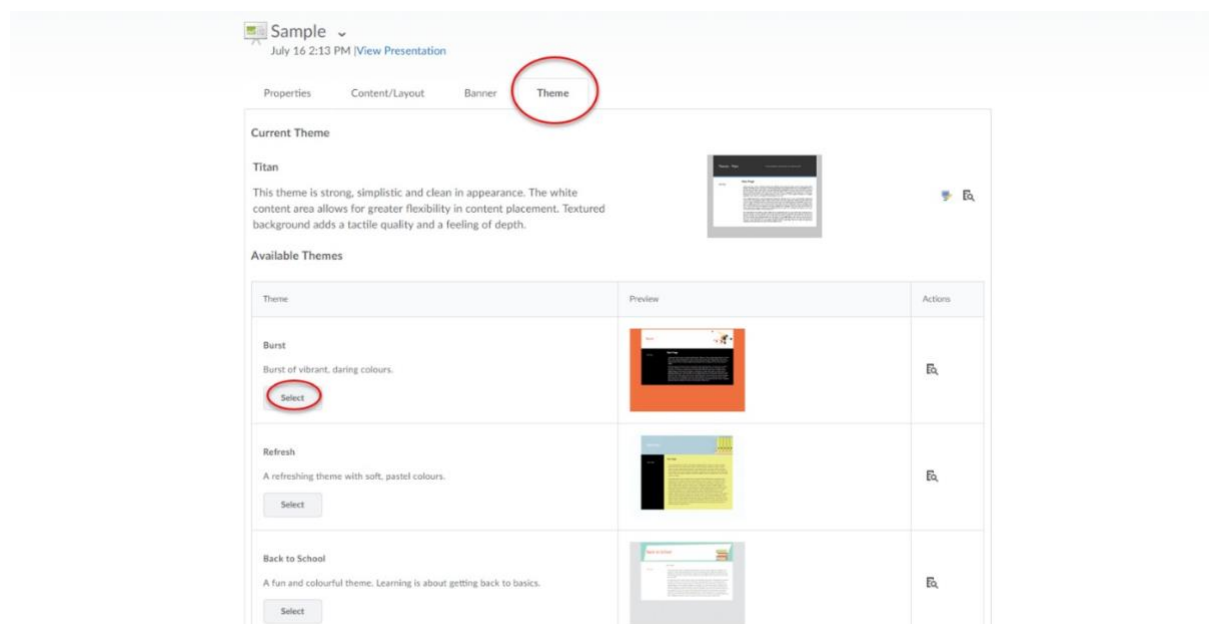

**NOTE:** At any point, you can choose "View Presentation" to see how your ePortfolio looks.

Step 14: Once you have found a theme, choose "Close."

Step 15: CourseLink will now take you back to a screen that shows all of the items you've created in the ePortfolio section, including your presentation. Click on the Tab "ePortfolio," then click the arrow beside your presentation's title to begin the sharing process. A drop menu will open. Click "Share."
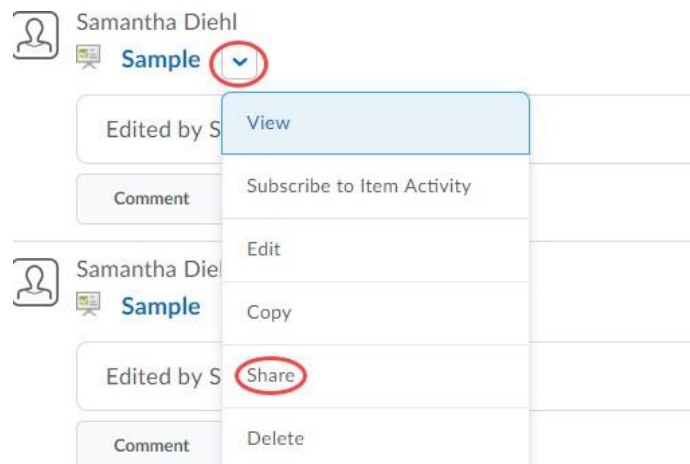
Step 16: A new menu will pop up. Choose the blue button titled "Add Users and Groups."
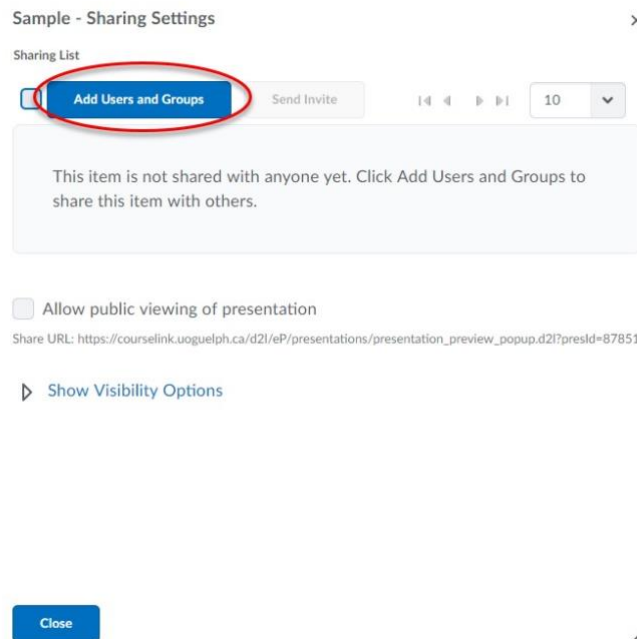
Step 17: A search bar will come up at this stage. In this bar, begin typing your Co-op Faculty
 Advisor's full name. Click on the name once it appears in the suggestions, and then click "Share."

Or

Scroll to the bottom of the page and type the email address of the Co-op Faculty Advisor you wish to share with. Hit "Add" and then click "Share."
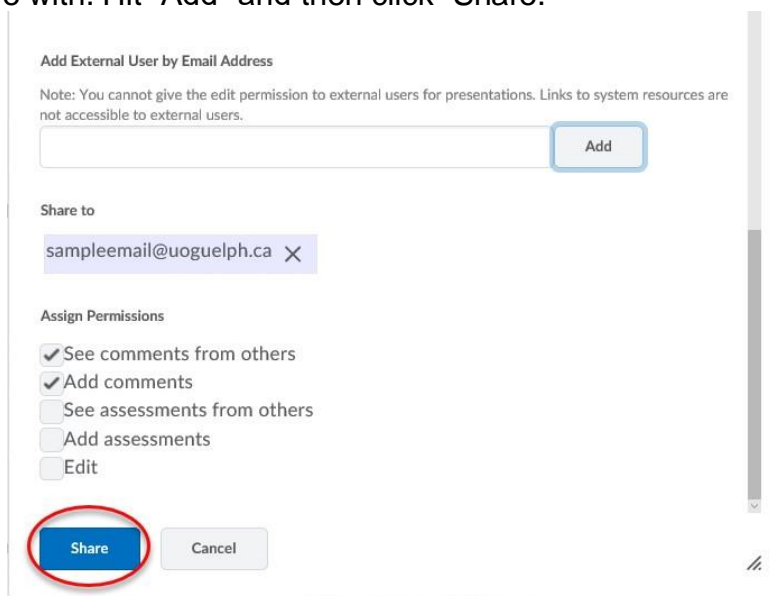
Step 18: You will then be redirected to the same menu from Step 9. Once you're back here, you can click "Close."

Congratulations - at this point, you will have successfully shared your presentation with your Co-op Faculty Advisor!