WEBDEV-199: Portfolio

Course Description:

Students prepare to market themselves in the workplace by creating a professional web-based portfolio. Students are expected to research and implement online self-promotional best practices. Ideally this class is taken during the student's final semester. Participation in an annual portfolio exhibit is required. Some independent research is expected during this process.

Total Credits: 3.00

Course Competencies

1. **Construct a personal marketing plan.**
2. **Create a personal marketing style guide to provide a cohesive branding across personal marketing materials.**
3. **Design personal marketing printed materials.**
4. **Develop resume and cover letter that meets industry standards.**
5. **Design a responsive web based digital portfolio to showcase their knowledge and skills.**
6. **Demonstrate skills and knowledge by participating in portfolio night activities.**
7. **Apply social media marketing strategies for self-promotion.**
8. **Assess portfolio and self-promotional materials in a constructive critique setting,**