

Student's Name/Initial:

/

Date:

Teacher's Initials:

Date:

DIGITAL MEDIA MARKETING STUDENT PROFILE

COURSE CODE: 5422

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
2 - Moderately skilled--can perform task completely with limited supervision
1 - Limitedly skilled--requires instruction and close supervision
N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
2 - Moderately knowledgeable--understands the concept
1 - Limitedly knowledgeable--requires additional instruction
N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___ 1. Review school safety policies and procedures.
___ ___ ___ ___ 2. Review classroom safety rules and procedures.
___ ___ ___ ___ 3. Review safety procedures for using equipment in the classroom.
___ ___ ___ ___ 4. Identify major causes of work-related accidents in office environments.
___ ___ ___ ___ 5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___ 1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
___ ___ ___ ___ 2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
___ ___ ___ ___ 3. Explain the benefits and responsibilities of being a member of a CTSO.
___ ___ ___ ___ 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___ 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___ 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
___ ___ ___ ___ 2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
___ ___ ___ ___ 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
___ ___ ___ ___ 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
___ ___ ___ ___ 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___ 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
___ ___ ___ ___ 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___ 1. Demonstrate punctuality.
___ ___ ___ ___ 2. Demonstrate self-representation.
___ ___ ___ ___ 3. Demonstrate work ethic.
___ ___ ___ ___ 4. Demonstrate respect.
___ ___ ___ ___ 5. Demonstrate time management.
___ ___ ___ ___ 6. Demonstrate integrity.
___ ___ ___ ___ 7. Demonstrate leadership.
___ ___ ___ ___ 8. Demonstrate teamwork and collaboration.
___ ___ ___ ___ 9. Demonstrate conflict resolution.
___ ___ ___ ___ 10. Demonstrate perseverance.
___ ___ ___ ___ 11. Demonstrate commitment.
___ ___ ___ ___ 12. Demonstrate a healthy view of competition.
___ ___ ___ ___ 13. Demonstrate a global perspective.
___ ___ ___ ___ 14. Demonstrate health and fitness.
___ ___ ___ ___ 15. Demonstrate self-direction.
___ ___ ___ ___ 16. Demonstrate lifelong learning.

- 3 2 1 N