

Name:

Date:

Class:

Developing Marketing Strategies

Reflection

Reflect on your learning experience while completing the Developing Marketing Strategies PBL, and thoughtfully answer the following questions.

1. What learning outcomes did you achieve while completing this PBL experience? Reflect on the specific knowledge you gained.

Answer:

2. Which professional employability skills did you demonstrate while completing this PBL? Explain how you developed or improved in these skill areas. Examples of professional employability skills include communication, professionalism, work ethic, integrity, time management, leadership, research strategies, and teamwork, among others.

Answer:

3. Identify how you demonstrated creativity and innovation during the PBL process.

Answer:

4. State how completing this activity expanded your cultural or global competence.

Answer:

5. Reflect on your ability to use technology to be productive. How did this activity enhance or expand those abilities?

Answer:

6. Describe how utilizing your critical thinking skills and demonstrating perseverance led to a successful PBL outcome. Give specific examples. If you do not feel you were successful, explain why and identify what you would do differently to improve in the future.

Answer: