

E-Portfolio Reflection

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IDS 493

## **Introduction**

During the creation of this E-portfolio for IDS 493, I have gained valuable realizations and understandings about my entire college career that I haven't quite thought of before. In the Journal of Teachers association "The student e-Portfolios: Importance and Relevance at Higher Learning Institutions." by Salam, Md. Abdus, he says "Beyond serving as a repository of academic artifacts, e-portfolios foster self-reflection, critical thinking, and lifelong learning habits essential for success in the 21st century workforce." (Salam, 2025, p,4). The purpose of an E-portfolio became glaringly clear as I reviewed my own previous projects and papers. The three categories in my portfolio are Marketing, Business Development and Leadership, and Business management. I believe that this reflection will demonstrate my most important skills pertaining to my future and show how I have displayed them throughout my entire portfolio. During my tenure at ODU there were times that I used these skills in tandem with each other. There are also other times where they shined on their own in unique ways both in and outside of my collegiate courses.

## ***Marketing***

In the first semester of my senior year, I took a class that required me to market a skill. Although the class was digital writing, it helped me learn how to fuse digital writing with marketing together as one in an indirect way. I had to teach a class showing my classmates and others a skill of mine. During that time, I was applying to the Portsmouth Parks and Recreation Center to be a Lead Counselor for the program. To give myself the best chance at the position, I

wanted to market my skills to present myself as the best candidate. I did this through showing how I would streamline schedule creation for program kids with the help of Artificial Intelligence. Marketing doesn't always mean marketing a product or service, it also includes marketing yourself. The journal "Get Noticed to Get Ahead: The Impact of Personal Branding on Career Success" by Gorbatov, S., Khapova, S. N., & Lysova, E. I. says "Personal branding plays an important role in career success because it contributes to perceived employability, which in turn increases career satisfaction."(Gorbatov et al., 2019, p. 1). This was a very important skill I learned without necessarily taking a marketing class. It is also why I have loved my IDS major because I can learn so many different skills under one major.

For my senior IDS 300 class I was required to find a topic to research throughout the duration of the class. I chose to research A.I and US governance issues. My thesis statement for my final paper is currently "Should the US government create oversight systems to make sure Artificial Intelligence is used responsibly". I have completed multiple assignments on this topic but assignment four of this class required me to approach my thesis from a different angle. We were required to use a different media explaining my thesis to potentially gain a different perspective. Although this assignment didn't instruct me to market a new idea, it made me reimagine a current idea in a different way. According to the Journal of Advanced and Applied Sciences "When consumer perceptions, attitudes and behaviours are changed because of an adjustment in a brand that prompts positive market development, rebranding could be said to have occurred" (Ali et al., 2019, p. 111). Throughout my college career this is exactly how I would go about rebranding and marketing a product. For example, Old Spice, the deodorant company rebranded itself to target a younger audience. This change in how the narrative was

perceived increased the value of the message and the product. The same could be said for how I changed the perception of my thesis through a different presentation. The cartoon that I drew presented my thesis in a different way and my professor also saw my thesis in a different light.

My marketing planning group project was created in my first business class. We were told to find a currently existing product and market it to the class. This included understanding the current smartphone market, providing a SWOT (Strength, Weakness, Opportunity, Threat) analysis, and finding a target audience. I wanted to include this project to show how I started off in this skill division. Although I felt rather adept in this field due to research in high school, I soon understood that there was much to learn. This being a part of my portfolio was a way to show my growth in the area of marketing. I have learned so much in this field and half of what I learned about marketing didn't even come from a designated marketing class which I think is the true gem of my major.

### **Business Development and Leadership**

For this section I wanted to start with my earliest project when I was a mechanical engineering student. This was my MAE project with one other student for a group project. For this assignment I was required to make three different designs for a structurally sound tower. I sketched three potential ideas and so did my class partner.. We concluded that the best design was a combination of our best sketches and created a model of the design with glue and popsicle sticks. This project was more so intended to get us into the engineering process but after reflection it also fits under business development and leadership. This is because I was the leader

of the project and set up the deadlines for us to abide by. This process also exemplifies business development because this process of going through prototypes and working to find the best product to promote and showcase to a crowd. This once again shows why having an E-portfolio is important because at the time, I would have never understood how I could benefit from a simple project with glue and popsicle sticks. Without knowing, I learned the process of developing a product even if it was on a minor scale.

The other two assignments under my business development and leadership skills section are two different assignments needed to complete my ENGL 307 digital writing class pertaining to the Schedule I created using AI. One assignment includes the actual schedule that I created with the help of A.I The other one is a paper about my future career path and how I wanted to show my skills applying as the Portsmouth parks and Recreation Program Leader. Both of these assignments and projects show my thought process as to how I would implement A.I systems into Parks and Recreation programs that currently exist. They also taught me leadership skills as I would be the one to teach people in that job how A.I and schedule creation works. Being a leader requires giving more than a presentation or telling people what to do. Being a leader is motivating a group of people towards a common goal and in my case, in a positive and productive manner.

### **Business Management**

For my CPD 410 class I was required to make a book report on “Beyond the Hammer” by Brian Gottlieb. This book was about a man taking over his family business under

contract construction and home remodeling. It started with his grandfather, who passed to the main character's father. Then it was given to the main character. He struggled under the new role of being the leader of the company and learned a bunch of valuable lessons under a competitor. He lacked the ability to become a manager of operations and business management but transformed himself into a quality leader after learning valuable skills. The book provided great insight on conflict resolution, decision making, business management, and accountability.

CPD 410 also presented me the opportunity to perform a reflection on myself for the knowledge I have learned in that class. My reflected best self required me to list four traits about myself, give examples of how I display them, and give my own interpretation of my skills. The journal entry "Self-reflection and academic performance: Is there a relationship?" by Magdeleine D. N. Lew & Henk G. Schmidt in the journal titled "Advances in Health Sciences Education" states "Self-reflection on how and what students have learned leads to improvements."(Lew & Schmidt, 2011, p. 540). This assignment also required me to create a portrait of myself, feedback from my classmates, and a mission statement. All of these things in its totality helped me realize my skills are perfectly aligned for the field of business management. The four traits listed in this assignment are reliability, determination, empathy, and purpose. These four traits in tandem give me a great chance for success in this field. Learning new information such as leadership skills, public speaking tactics, and modern marketing skills also bolstered my skills portfolio, bettering my future.

Lastly we have my CPD 417 reflection paper pertaining to digital leadership. I wanted to add this artifact under Business management because a lot of today's commerce is online through

E-commerce. This class taught me how to be an effective leader online including through blog posts, social media and websites. The online leadership skills I learned can also be applied in a brick and mortar business. This class taught me how to leave a positive digital footprint which can be useful for building an online business, market products, and grow an authentic internet audience. This falls under Business management because all three of the listed skills I learned gained from leaving a positive digital footprint and crucial for building a successful organization and growing a productive workforce. In the day and age we live in, having a positive digital footprint coincides with business management because without a positive front, success on the backend will be hard to obtain. Digital footprints are also important for divisions in business in charge of hiring future employees. Tanya Powlowski from the Department of Conflict Resolution Studies, Theses, and Dissertations says “Social media profiles play a crucial role in organizational hiring decisions.”(Liu & Campbell, 2017, p. 1). This proves that a digital footprint is important from both sides being the applicant and a hiring manager.

### **Closing**

Each of these artifacts tell the story of my educational journey and background throughout my collegiate career. What makes my path special is the unique perspectives I gained from being in two different majors before settling into Interdisciplinary Studies. Each major gave me certain skills. What makes interdisciplinary studies beautiful is it has allowed me to learn a way to combine everything I have learned into one cohesive understanding of my future. The research that I have conducted including projects, homework assignments, and class reflections have really brought my understanding of Marketing, Business development and leadership, and Business management to a new high. I also have come to understand that without

knowing each of my classes had a direct effect on the next class no matter which major I resided under. This is something I have only come to realize and understand because of this class and this E-portfolio.

## References

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