



BUILDING NATIVE INDUSTRY INSTITUTE

Page 1 of 7

TAKING AN ONLINE MARKETING COURSE

1. Go to www.lakotafunds.org/learningcenter and click the 'Sign In' button in the upper right hand corner. Note: If you are already signed in, there will not be a 'Sign In' button, but rather a 'Sign Out' button.

The screenshot shows the homepage of the Building Native Industry Institute. At the top, there is a navigation bar with links for Home, Business Education Courses, About, Support, a search icon, and a 'Sign In' button, which is circled in red. Below the navigation bar, there is a banner for Lakota Funds. The main content area features three numbered steps: 1. Create an Account or Sign In, 2. Select and Pre-test, and 3. Start Learning. Below these steps, there is a section for Business Education Courses with five categories: Starting A Business, Growing A Business, Business Management, Finances, and Marketing. Each category has a sub-link below it: Starting A Business (Business Plan), Growing A Business (Typing the Next Stage In), Business Management (Managing For Success), Finances (Money, Money, Money), and Marketing (Creating an Environment).

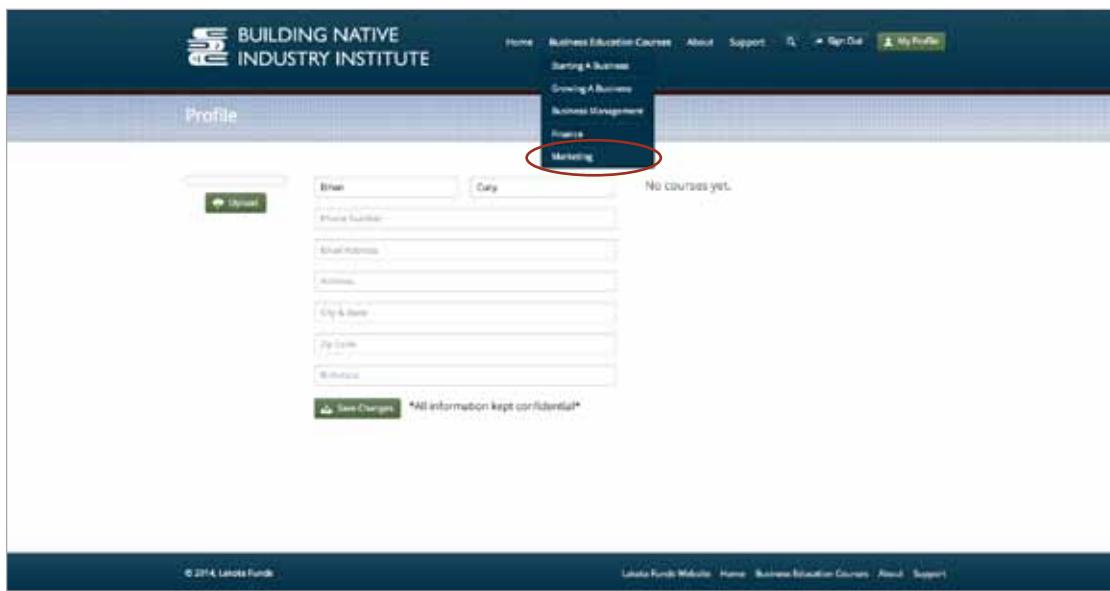
2. Fill in the username and password fields in the pop-up window and click the green 'Sign In' button.

The screenshot shows the same website as above, but with a sign-in pop-up window overlaid. The pop-up has fields for 'Username' and 'Password', and a green 'Sign In' button. The background page remains visible through the semi-transparent pop-up.

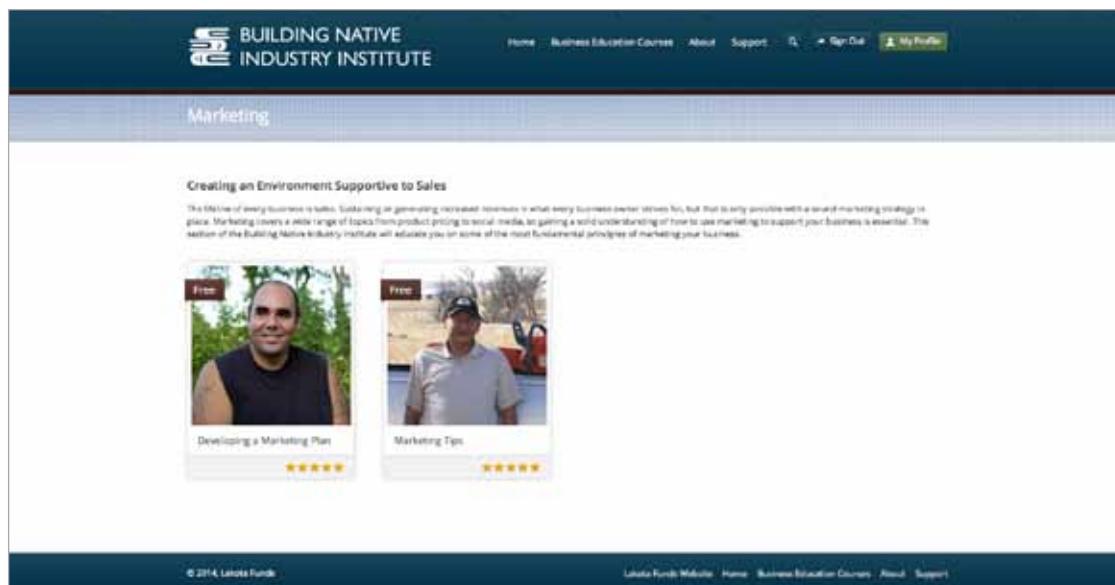
3. You will then be directed to your profile page. If you are signing in for the first time, you can fill out your contact information. This page will also show any courses that you have already started, if applicable.



4. To navigate to a marketing course, hover over the 'Business Education Courses' menu item at the top of the page and click on 'Marketing'.



- This will show you the marketing courses that are available on the Building Native Industry Institute Online Learning Center. Currently, there are two marketing courses available: Developing a Marketing Plan and Marketing Tips. Click on the course that interests you the most.



Marketing

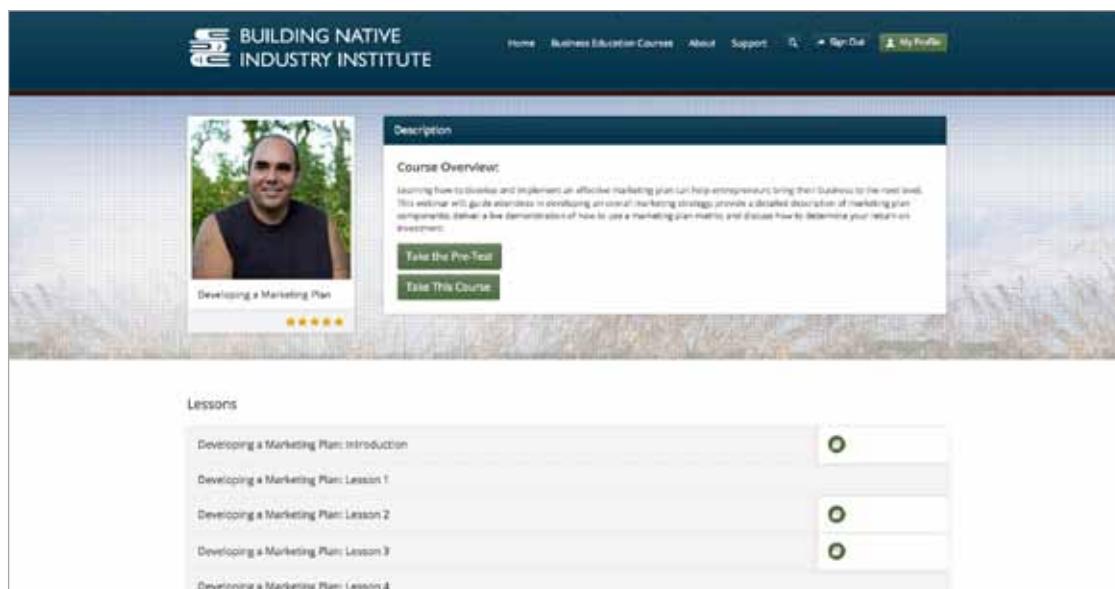
Creating an Environment Supportive to Sales

The future of every business is sales. Sustaining an generating increased revenues is what every business owner strives for, but that is only possible with a solid marketing strategy in place. Marketing covers a wide range of topics from product pricing to social media, so gaining a solid understanding of how to use marketing to support your business is essential. This section of the Building Native Industry Institute will educate you on some of the most fundamental principles of marketing your business.

Developing a Marketing Plan **Marketing Tips**

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- This will direct you to the course page. Here, you can read an overview of the course and see the course lessons that are available.



Description

Course Overview:

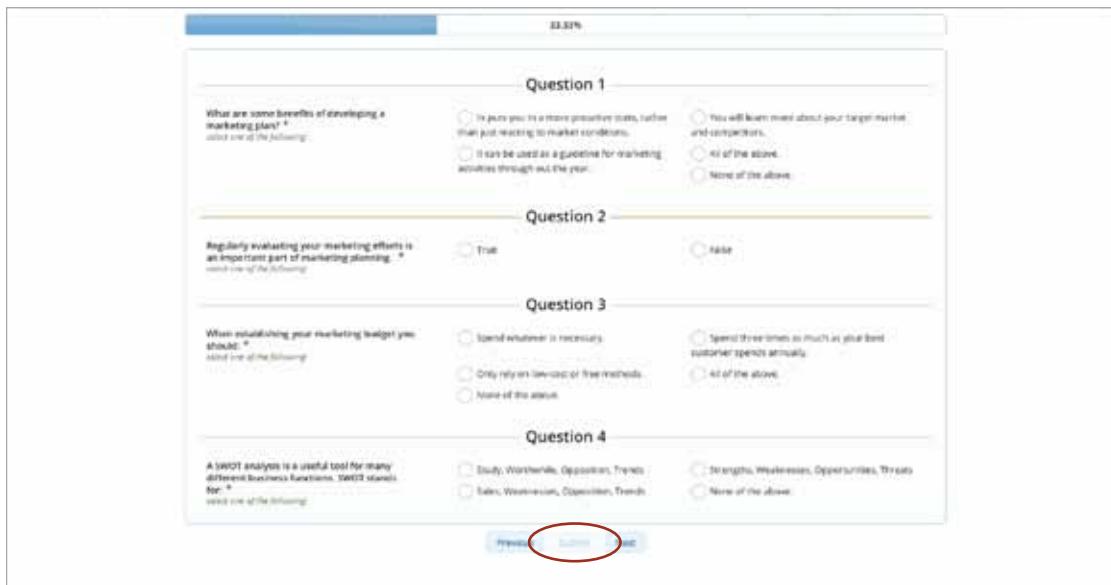
Learning how to develop and implement an effective marketing plan can help entrepreneurs bring their business to the next level. This worksheet will guide students in developing an overall marketing strategy, provide a detailed description of marketing plan components, detail a live demonstration of how to use a marketing plan matrix, and discuss how to determine your return on investment.

Take the Pre-Test **Take This Course**

Lessons

- Developing a Marketing Plan: Introduction
- Developing a Marketing Plan: Lesson 1
- Developing a Marketing Plan: Lesson 2
- Developing a Marketing Plan: Lesson 3
- Developing a Marketing Plan: Lesson 4

- To take a course, you must first take the pre-test. To do this, simply click on the ‘Take the Pre-Test’ button. Then answer the questions to the best of your ability and click ‘Submit’ at the end of the test. A confirmation email with your test score will be sent to your email address.



The screenshot shows a survey titled 'Marketing Plan - Pre-Test Success!' with four questions:

- Question 1:** What are some benefits of developing a marketing plan? * Select one of the following:
 - It puts you in a more proactive state, rather than just reacting to market conditions.
 - It can be used as a guideline for marketing activities throughout the year.
 - You will learn more about your target market and competitors.
 - All of the above.
 - None of the above.
- Question 2:** Regularly evaluating your marketing efforts is an important part of marketing planning. * Select one of the following:
 - True
 - False
- Question 3:** When establishing your marketing budget you should: * Select one of the following:
 - Spend whatever is necessary.
 - Only rely on low-cost or free methods.
 - Spend three times as much as your best customer spends annually.
 - All of the above.
 - None of the above.
- Question 4:** A SWOT Analysis is a useful tool for many different business functions. SWOT stands for: * Select one of the following:
 - Study, Weakness, Opponent, Trends
 - Sales, Weakness, Opponent, Trends
 - Strengths, Weaknesses, Opportunities, Threats
 - None of the above.

At the bottom, there is a 'Previous' button, a 'Submit' button (circled in red), and a 'Next' button.

- Once you are done with your test, you will be given a Course Access Key. Write this key down and keep it in a place where it is easy to find. You will need to enter this key in order to access the videos for the course lessons.



The screenshot shows a success page for the pre-test:

Marketing Plan - Pre-Test Success!

Thanks for taking the Developing A Marketing Plan Pre-Test! We've received your results, and you are now eligible to view the videos for this course.

Please you will see the Course Access Key. Please write this key down, as you will need it to watch the lesson videos for this course. You can also use this access key to bypass the pre-test in the future, and later click back to the lesson-videos.

Course Access Key: 724618

[Return to Lesson Page to Watch Video](#)

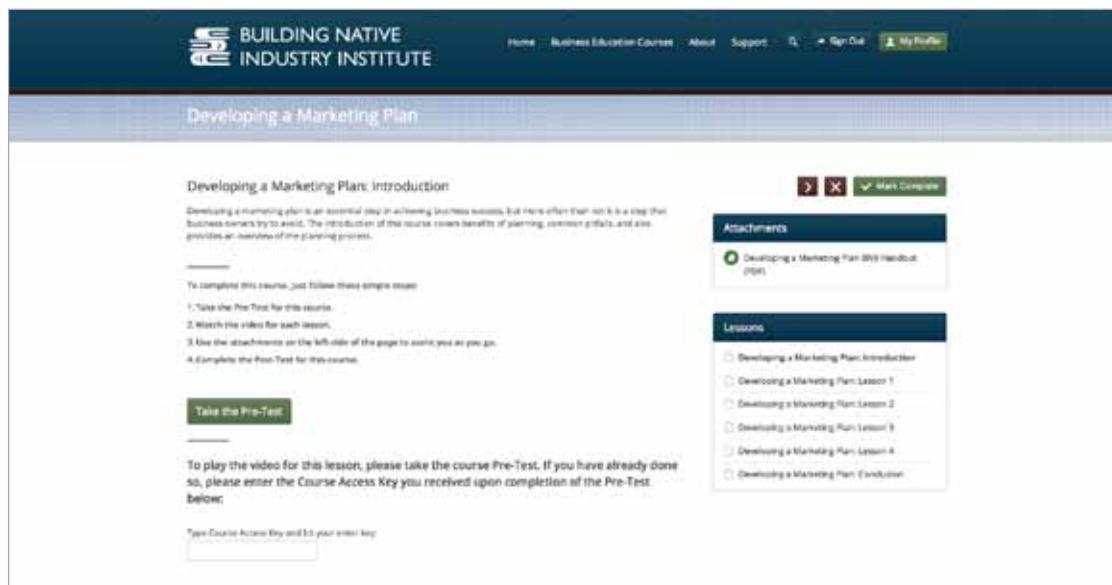
At the bottom, there is a copyright notice: © 2014, Lakota Funds.

9. To start completing the lessons, click on the 'Take This Course' button. Then select a lesson.



The screenshot shows a course overview page for 'Developing a Marketing Plan'. It features a profile picture of a man, a brief description of the course, and a 'Take This Course' button which is circled in red. Below the course overview, there is a section titled 'Lessons' listing five lessons: 'Developing a Marketing Plan: Introduction', 'Developing a Marketing Plan: Lesson 1', 'Developing a Marketing Plan: Lesson 2', 'Developing a Marketing Plan: Lesson 3', and 'Developing a Marketing Plan: Lesson 4'. Each lesson has a small circular icon next to it.

10. Once you have selected a lesson, you will be directed to a lesson page. This page will provide you with a brief description of the lesson. There are also a number of other navigational tools on this page that will help you in completing the course. On the right hand side of the page, there are buttons you can use to move to the next lesson, close this lesson, or mark this lesson complete. There is also a place where you can download attachments that accompany the lesson. This is where you can find worksheets or additional resources to help further your knowledge in the course subject. There is also a list of all the lessons in the course. The lesson you are currently in, is bold.



The screenshot shows a lesson page for 'Developing a Marketing Plan: Introduction'. The page includes a brief description of the lesson, a 'Take the Pre-Test' button, a video player with instructions to take the pre-test, an attachment download link for 'Developing a Marketing Plan 2019 Handout (PDF)', and a list of all lessons in the course. The current lesson, 'Developing a Marketing Plan: Introduction', is marked with a bolded blue square icon. Other lessons listed are 'Developing a Marketing Plan: Lesson 1', 'Developing a Marketing Plan: Lesson 2', 'Developing a Marketing Plan: Lesson 3', 'Developing a Marketing Plan: Lesson 4', and 'Developing a Marketing Plan: Conclusion'.

11. To watch the video for the lesson, enter the course access key and hit the return key on your keyboard. The video will appear and you can then select the play button.



4. Complete the Pre-Test for this course.

Take the Pre-Test

To play the video for this lesson, please take the course Pre-Test. If you have already done so, please enter the Course Access Key you received upon completion of the Pre-Test below:

Introduction Video:

Developing a Marketing Plan: Introduction

ABOUT PLANNING

- ❖ "Before beginning, plan carefully."
- ❖ "A goal without a plan is just a wish."
- ❖ "By failing to prepare, you are preparing to fail."
- ❖ "If you don't know where you are going, you'll end up someplace else."
- ❖ "Poor planning on your part does not necessitate an emergency on mine."
- ❖ "If you want a new tomorrow, then make new choices today."

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12. Once you have completed all of the lessons by watching the videos and downloading the attachments, you can then take the post-test. To do this, click the 'Take the Post-Test' button. Then answer the questions to the best of your ability and click 'Submit' at the end of the test.



Developing a Marketing Plan: Conclusion

Although a marketing plan does not guarantee success, it will support you in getting closer to your business goals than if you did not have a plan at all. Creating your marketing plan will provide new insight to your market and competition, even if it reveals what you were expecting.

To complete this course, just follow these simple steps:

1. Take the Pre-Test for this course.
2. Watch the video for each lesson.
3. Use the attachments on the left side of the page to assist you as you go.
4. Complete the Post-Test for this course.

To play the video for this lesson, please take the course Pre-Test, and complete lessons 1-4. If you have already done so, please enter the Course Access Key you received upon completion of the Pre-Test below:

Type Course Access Key and hit your enter key:

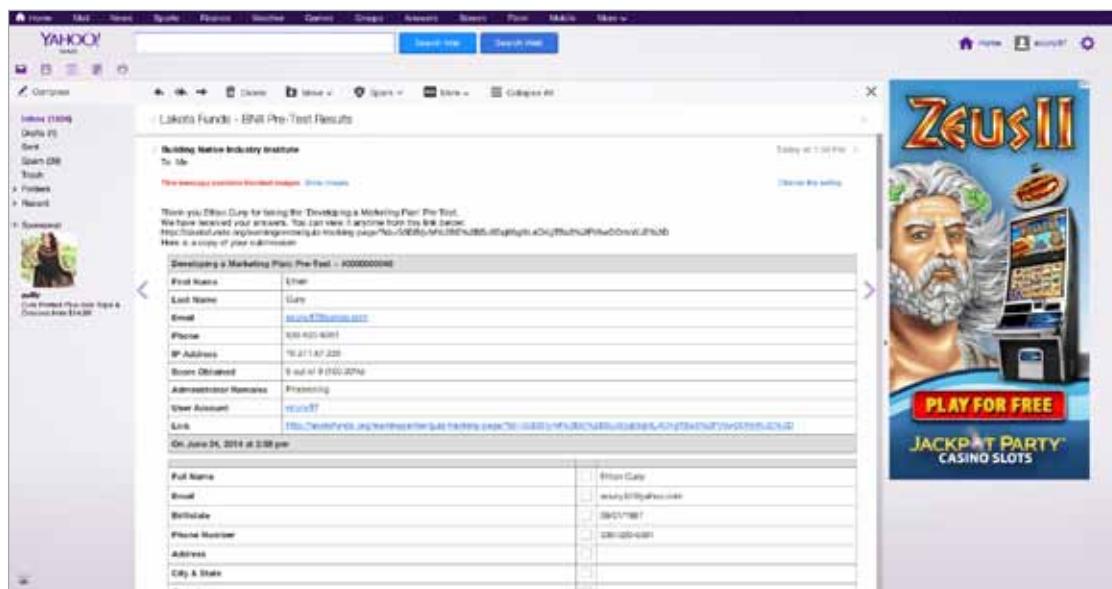
Take the Post-Test

We want your feedback! Please take a few minutes to complete a short survey and let us know what you thought about this course.

Rate This Course

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13. A confirmation email with your test score will be sent to your email address. You can then compare your score to your pre-test results and see how much you have learned.



14. You can also provide feedback for the course by completing an evaluation form. To do this, click the 'Rate This Course' button and fill out the survey. Your feedback is greatly valued. This will help Lakota Funds to continually improve the Building Native Industry Institute Online Learning Center.

Developing a Marketing Plan: Conclusion

Although a marketing plan does not guarantee success, it will support you in getting closer to your business goals than if you did not have a plan at all. Executing your marketing plan will provide new height to your market and competition, even if it exceeds what you were expecting.

To complete this course, just follow these simple steps:

1. Take the Pre-Test for this course.
2. Watch the video for each lesson.
3. Use the attachments on the left side of the page to assist you as you go.
4. Complete the Post-Test for this course.

To play the video for this lesson, please take the course Pre-Test, and complete lessons 1-4. If you have already done so, please enter the Course Access Key you received upon completion of the Pre-Test below:

Type Course Access Key and hit your enter key:

Take the Post Test

the event your feedback! Please take a few minutes to complete a short survey and let us know what you thought about this course.

Rate This Course

Lessons

- Developing a Marketing Plan: Introduction
- Developing a Marketing Plan: Lesson 1
- Developing a Marketing Plan: Lesson 2
- Developing a Marketing Plan: Lesson 3
- Developing a Marketing Plan: Lesson 4
- Developing a Marketing Plan: Conclusion