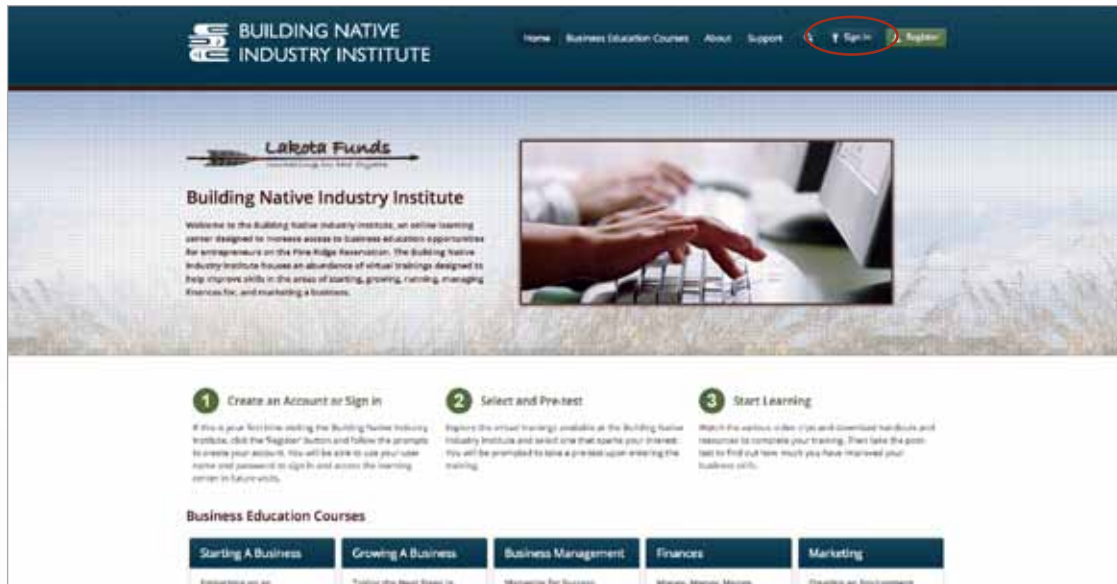


TAKING AN ONLINE MARKETING COURSE

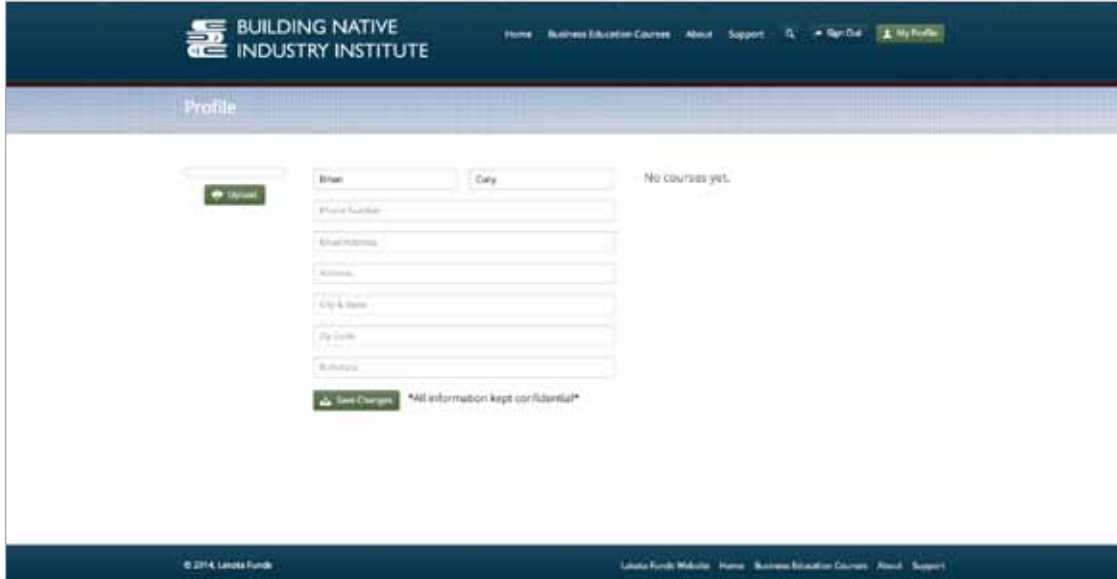
1. Go to www.lakotafunds.org/learningcenter and click the 'Sign In' button in the upper right hand corner. Note: If you are already signed in, there will not be a 'Sign In' button, but rather a 'Sign Out' button.



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



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.



Profile

Upload

Email City No courses yet.

Phone Number

Email Address

Address

City & State

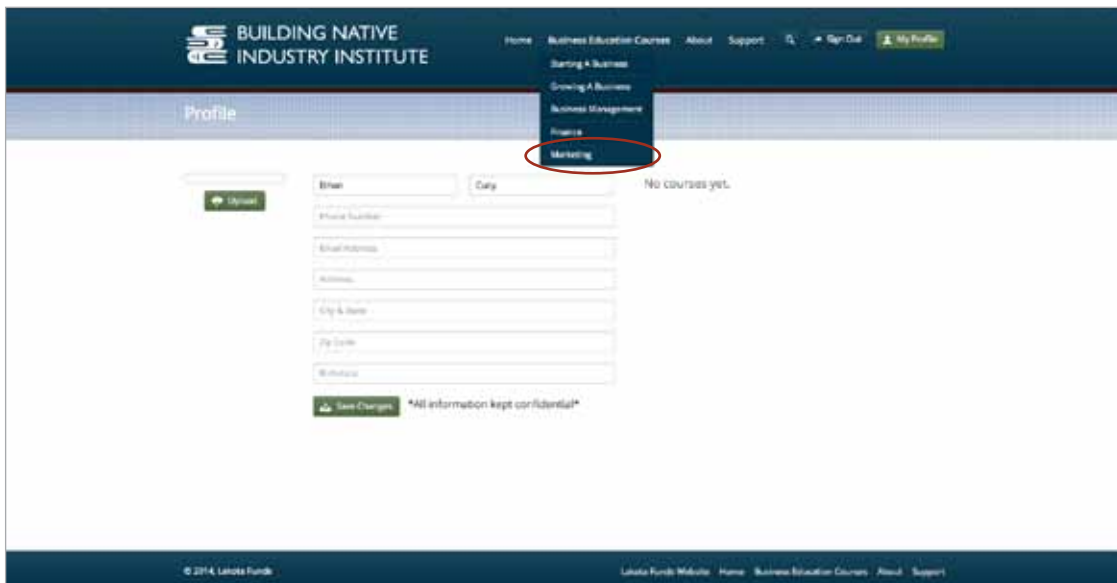
Zip Code

Website

Save Changes *All information kept confidential*

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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'.



Profile

Upload

Email City No courses yet.

Phone Number

Email Address

Address

City & State

Zip Code

Website

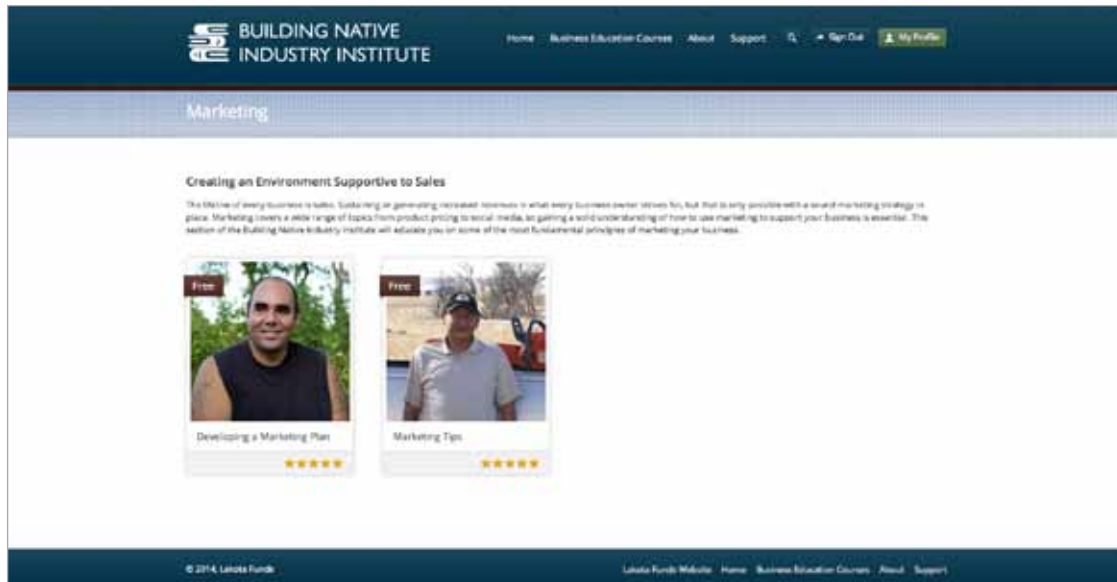
Save Changes *All information kept confidential*

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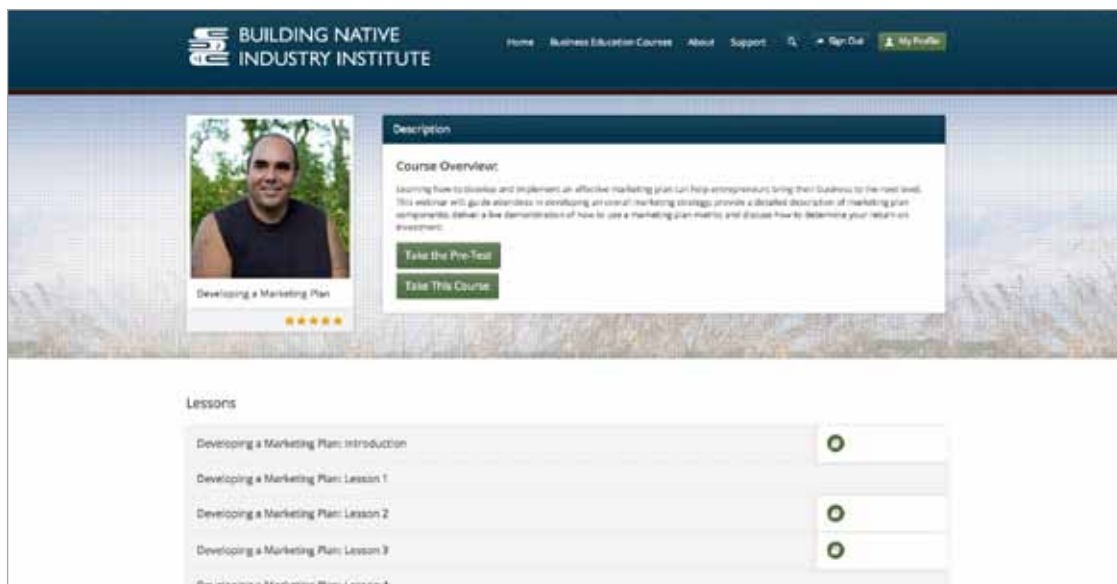
Business Education Courses

- Starting A Business
- Growing A Business
- Business Management
- Finance
- Marketing

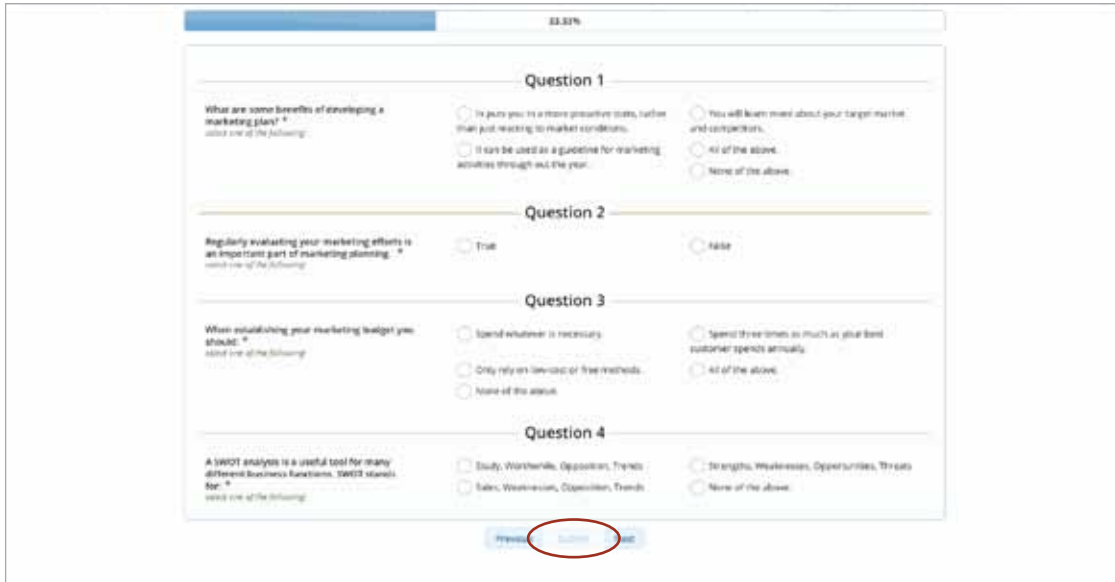
5. This will show you the marketing courses that are available on the Building Native Industry Institute Online Learning Center. Currently, there are two marketing courses available: Developing a Marketing Plan and Marketing Tips. Click on the course that interests you the most.



6. 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.



7. 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.



33.33%

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 services or free methods.
- ☐ None of the above.
- ☐ Spend three times as much as your best customer spends annually.
- ☐ All 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, Worthwhile, Opposition, Trends
- ☐ Sales, Weaknesses, Opposition, Trends
- ☐ Strengths, Weaknesses, Opportunities, Threats
- ☐ None of the above.

Previous **Submit** Next

8. 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.



 BUILDING NATIVE
INDUSTRY INSTITUTE

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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.

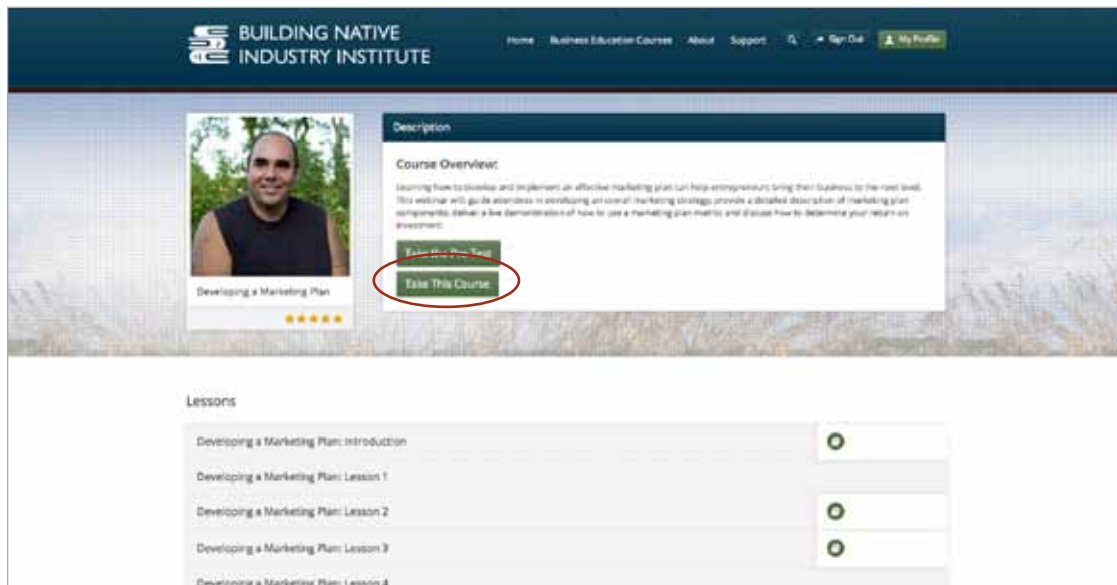
Below you will see the Course Access Key. Please write this key down, as you will need it to watch the lesson videos for this course. You can also use this access key to bypass the pre-test in the future, and jump right back to the lesson videos.

Course Access Key: 724618

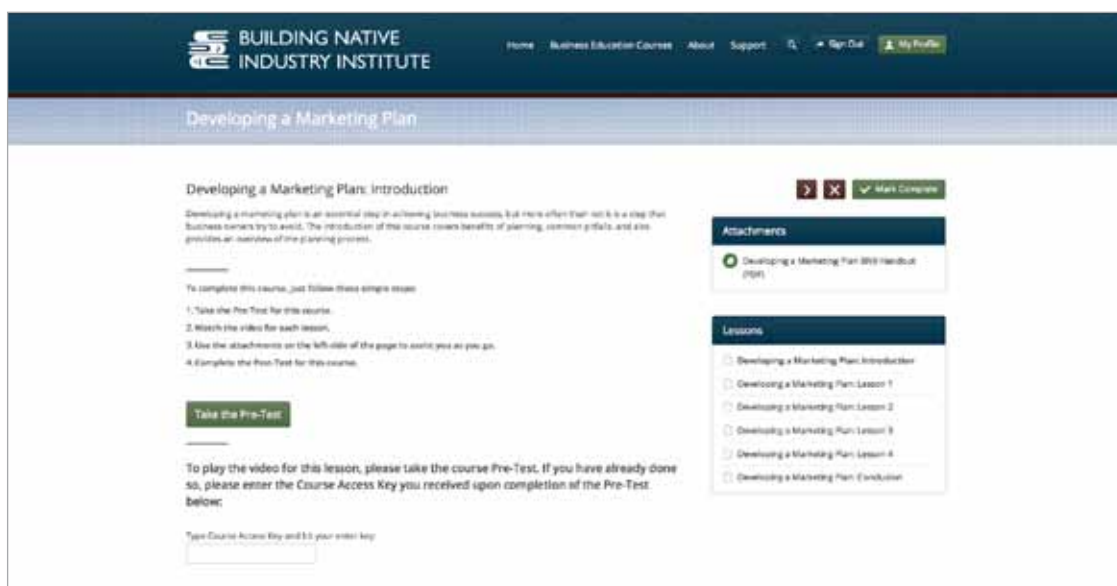
[Return to Lesson Page to Watch Video](#)

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



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.



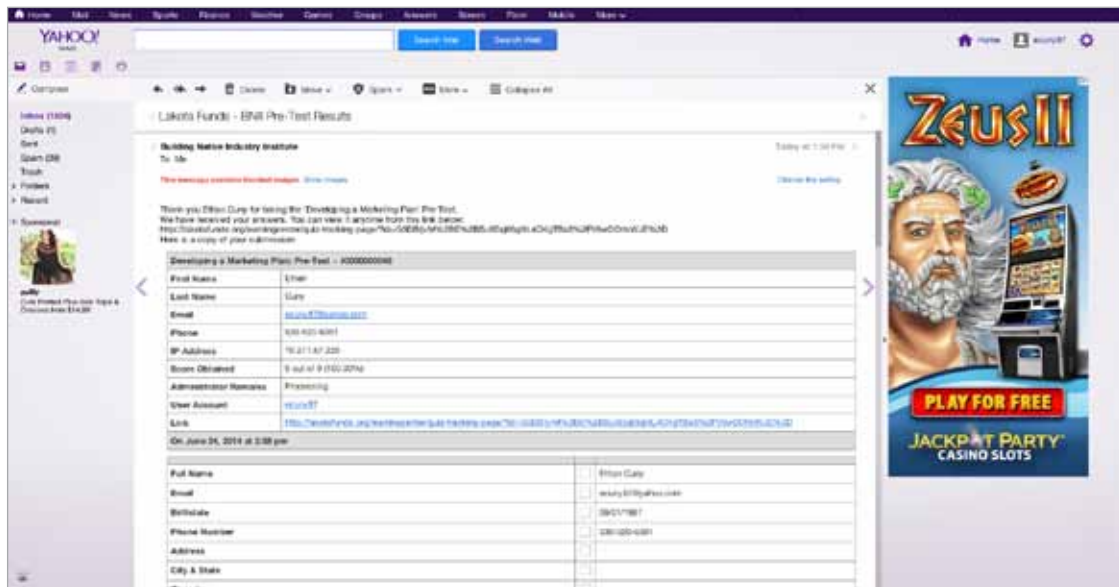
11. To watch the video for the lesson, enter the course access key and hit the return key on your keyboard. The video will appear and you can then select the play button.



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.



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.

