



This course supports the assessment for Marketing. The course covers 5 competencies and represents 3 competency units.

Introduction

Overview

This course focuses on the marketing function and its impact on the overall success of an organization. Topics include consumer behavior, marketing theories and strategies, product positioning, the competitive environment, and the effectiveness of the marketing function. A key element of the course is the relationship of the "marketing mix" to strategic planning.

Getting Started

Welcome to Marketing! In this course you will use Cengage MindTap, which involves readings from two textbooks as well as videos, activities, and quizzes. The texts and activities will help you to develop a comprehensive understanding of marketing. We recommend that you follow the order suggested in the Pacing Guide. Course instructors are available to answer questions and discuss concepts of marketing with you. Please reach out to them if you have any questions. Your competency will be demonstrated through a performance assessment in which you will create a proposal for a business's global strategic marketing plan.

Watch the following Getting Started video for this course:

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Competencies

This course provides guidance to help you demonstrate the following 5 competencies:

- **Competency 3013.1.1: Marketing Function**
The graduate analyzes the global market to identify opportunities to gain competitive advantage through marketing activities.
- **Competency 3013.1.2: Customer Relationship Management**
The graduate recommends customer relationship management practices for maximizing customer satisfaction and loyalty.
- **Competency 3013.1.3: Evaluating Feasibility and Profitability**
The graduate evaluates the feasibility and profitability of new products and services within the organization.
- **Competency 3013.1.4: Marketing Strategy**
The graduate designs a strategic marketing plan for a new product or service.
- **Competency 3013.1.5: Entrepreneurial Enterprise**
The graduate identifies risks and opportunities for an entrepreneurial enterprise.

Course Instructor Assistance

As you prepare to demonstrate competency in this subject, remember that course instructors



stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.

Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to guide you through the revision process. You should expect to work with course instructors for the duration of your coursework, and you are encouraged to contact them as soon as you begin. Course instructors are fully committed to your success!

Preparing for Success

The information in this section is provided to detail the resources available for you to use as you complete this course.

Learning Resources

The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to manually enroll in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner.

Automatically Enrolled Resources

You can access the learning resources listed in this section by clicking on the links provided throughout the course. You may be prompted to log in to the WGU student portal to access the resources.

Cengage MindTap

You will access the materials in the following MindTap courseware at the activity level within this course.

- Marketing

This web-based resource includes access to the following e-texts, along with flash cards for mastering key concepts and vocabulary, videos, interactive quizzes, and homework questions. These functions can all be accessed by clicking the "Home" icon at the top of the MindTap application.

- Ferrell, O.C., & Hartline, H. (2014). *Marketing strategy, text and cases* (6th ed.). Mason, OH: Cengage Learning. ISBN: 9781285073040
- Pride, W.M., & Ferrell, O.C. (2014). *Marketing*. Mason, OH: Cengage Learning. ISBN: 9781133939252

Note: These e-texts are available to you as part of your program tuition and fees, but you may purchase a hard copy at your own expense through a retailer of your choice. If you choose to do



so, please use the ISBN listed to ensure that you receive the correct edition.

Review the following tutorials to become familiar with MindTap:

- [MindTap Basic Navigation](#)
- [MindTap Annotations](#)
- [MindTap Media](#)
- [MindTap Apps](#)

Note: Throughout this courseware, you will see orange text stating "counts toward grade." Please disregard this note. The assignments within this MindTap course will provide you and the course instructor feedback to identify problematic content areas that may need to be supplemented with other content matter. The performance assessments and/or objective assessments will determine a pass/fail for the course.

The following video will show you how to access your Cengage MindTap learning resource and install the mobile app to your mobile device:

- [MindTap App Navigational Video](#)

FranklinCovey

Throughout this course you will access content provided by FranklinCovey. The content consists of short interactive activities and videos. Your WGU login credentials will allow you to access the FranklinCovey content by just clicking the provided links.

Topics and Pacing

The topics and pacing suggest a weekly structure to pace your completion of learning activities. It is provided as a suggestion and does not represent a mandatory schedule. Follow the Pacing Guide carefully to complete the course in the suggested timeframe.

Week 1

- Preparing for Success
- Marketing Function

Week 2

- Integrated Marketing Communications

Week 3

- Customer Relationship Management

Week 4

- Consumer Markets



- Supply-Chain Management

Week 5

- Marketing Strategy

Week 6

- Entrepreneurial Enterprise
- Final Steps

Marketing Function

The marketing function is the ongoing process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate mutually beneficial exchange relationships with customers and to develop and maintain favorable relationships with stakeholders in a dynamic environment.

Marketing Function

Marketing requires the exploration and analysis of the marketing mix, the strategic planning process, and the mechanics of creating value and building relationships.

This topic addresses the following competency:

- **Competency 3013.1.1: Marketing Function**

The graduate analyzes the global market to identify opportunities to gain competitive advantage through marketing activities.

This topic highlights the following objectives:

- Describe fundamental marketing concepts and their functions.
- Discuss necessary tasks for creating marketing strategies.
- Explain how planning, implementing, and evaluating global marketing strategies impact the marketing process.
- Identify competitive advantages and strategy formulation.
- Analyze how brand and scope strategies impact products and services.
- Describe the nature of nonprofit marketing.
- Explain how social responsibility affects marketing performance.

Read: Marketing Chapter 1

As you complete the listed material below, pay attention to the following key points:

- exchange
- utility
- strategic planning

Access [Chapter 1 \(An Overview of Strategic Marketing\)](#) in *Marketing* and complete the following



activities:

- Read the chapter.
 - Specifically focus on the following sections:
 - Section 1-1 (Defining Marketing)
 - Section 1-2 (Understanding The Marketing Concept)
 - Section 1-4 (The Importance Of Marketing In Our Global Economy)
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
 - [Defonseka, C. \(2013\). Marketing: The all important tool for a successful business. *Canadian Manager*, 38\(2\), 8–9.](#)
- View the following supplemental video:
 - Fundamentals of Marketing Basics (Part 1)

Read: Marketing Chapter 2

As you complete the listed material below, pay attention to the following key points:

- strategies versus objectives
- performance standards
- marketing activities

Access [Chapter 2 Planning, Implementing, and Evaluating Marketing Strategies](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:
 - Gerdeman, D. (2011). Getting the marketing mix right. *Harvard Business School*.
- View the following supplemental videos:
 - Best Marketing Strategy Ever! Steve Jobs Think Different / Crazy Ones Speech (with real subtitles)
 - Effective Marketing Strategies

Read: Marketing Chapter 4

As you complete the listed material below, pay attention to the following key points:



- social responsibility
- ethics
- code of conduct

Access [Chapter 4 \(Social Responsibility and Ethics in Marketing\)](#) in *Marketing* and complete the following activities:

- Read the chapter.
- View the video.
- Review the flash cards.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework

Read: Marketing Strategy Chapters 3 and 4

Access [Chapter 3 Collecting and Analyzing Marketing Information](#) in *Marketing Strategy* and complete the following activities:

- Read the chapter.
- Review Section 3-6a "Lessons from Chapter 3."
- Review Section 3-6b "Questions for Discussion."
- Review the PowerPoint slides.

Access [Chapter 4 Developing Competitive Advantage and Strategic Focus](#) in *Marketing Strategy* and complete the following activities:

Bersin, J. (2013). How Corporate Learning Drives Competitive Advantage. *Forbes*.

- Read the chapter.
- Review Section 4-6a "Lessons from Chapter 4."
- Review Section 4-6b "Questions for Discussion."
- Review the PowerPoint slides.
- Read the following supplemental article:
 - Bersin, J. (2013). How Corporate Learning Drives Competitive Advantage. *Forbes*.

Read: Marketing Chapter 13

As you complete the listed material below pay attention to the following key points:

- services marketing
- nonprofit marketing

Access [Chapter 13 \(Services Marketing\)](#) in *Marketing* and complete the following activities:

- Read the chapter.



- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the interactive quiz.

Integrated Marketing Communications

Integrated marketing communications (IMC) focuses on building brands by designing and delivering unified promotional messages and experiences. IMC involves the coordination of promotion and other marketing efforts for maximum informational and persuasive impact.

This topic addresses the following competency:

- **Competency 3013.1.1: Marketing Function**

The graduate analyzes the global market to identify opportunities to gain competitive advantage through marketing activities.

This topic highlights the following objectives:

- Evaluate critical marketing channels and their effect on marketing decisions.
- Explain the impact of technology on integrated marketing communications.
- Apply the marketing communications process within a marketing plan.
- Analyze the effects of different types of advertising that are used in integrated marketing communication.
- Evaluate how public relations tools are used in integrated marketing communication.

Read: Marketing Chapter 10

As you complete the listed material below, pay attention to the following key points:

- digital media
- digital marketing
- social network
- electronic marketing

Access [Chapter 10 Digital Marketing and Social Networking](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:
 - Myler, L. (2013). SEO, Social Media and Digital Marketing – Don't Be A Dinosaur. *Forbes*.



- View the following supplemental video:
 - "The Future of Online Digital Marketing 2012 - 2015"

Read: Marketing Chapter 17

As you complete the listed material below, pay attention to the following key points:

- integrated marketing
- promotional mix
- communication process

Access [Chapter 17 Integrated Marketing Communications](#) in Marketing and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
 - Liodice, B. (2008). Essentials for Integrated Marketing. Advertising Age.
 - Maddox, K. (2005). Integrated marketing success stories. B To B, 90(10), 26-33.
 - Olenski, S. (2013). Why Integrated Marketing Communications Is More Important Than Ever. Forbes.
- View the following supplemental videos:
 - "Integrated Marketing Communications and Changing Technologies"
 - "Integrated marketing communications: Big Idea versus Big data at SES New York"

Read: Marketing Chapter 18

As you complete the listed material below, pay attention to the following key points:

- target audience
- product advertising
- reminder advertising
- publicity
- public relations

Access [Chapter 18 \(Advertising and Public Relations\)](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.



- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework

After completing the Chapter 18 activities, view the following supplemental materials:

- "Branding in Relation to Marketing, Public Relations & Advertising"
- "Market Trust: Build Your Brand and Reputation" (Franklin Covey)

Customer-Relationship Management

Customer-relationship management (CRM) focuses on using information about customers to create marketing strategies that develop and sustain desirable customer relationships. Achieving the full profit potential of each customer relationship should be the fundamental goal of every marketing strategy.

Customer-Relationship Management

Marketers are increasingly using information technology and customer-relationship management (CRM) systems to comb through databases and thus identify their most profitable products and customers. CRM systems can also help sales departments manage leads, track customers, forecast sales, and assess performance.

This topic addresses the following competency:

- **Competency 3013.1.2: Customer Relationship Management**
The graduate recommends customer relationship management practices for maximizing customer satisfaction and loyalty.

This topic highlights the following objectives:

- Explain how customer relationship management affects strategic success.
- Identify strategies to create and retain loyal customers.
- Evaluate strategies to create and retain loyal customers for an organization.
- Evaluate different influences on the consumer buying decision process.

Read: Marketing Chapter 5

Access [Chapter 5 Marketing Research and Information Systems](#) in Marketing and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:



- Rigby, D., Reichheld, F., and Dawson, C. (2003). Winning Customer Loyalty is the Key to a Winning CRM Strategy. Ivey Business Journal.
- View the following supplemental videos:
 - "Martha Rogers: Customer Relationship Management (CRM) Strategy Expert and Keynote Speaker"
 - "[The Ultimate Question: Earn the Loyalty of Your Customers](#)" (FranklinCovey)

Read: Marketing Chapter 7

Access [Chapter 7 Consumer Buying Behavior](#) in Marketing and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
 - Krell, E. (2005). The 6 Most Overlooked Customer Touch Points.
 - Polla, A. (2013). Where the shoppers are: Mass beauty, retail evolves. Global Cosmetic Industry, 181(7), 34–37.

Review: Marketing Chapters 1 and 17

Review the following sections in chapters 1 and 17 in Marketing:

- [Chapter 1 Overview of Strategic Marketing](#)
 - Section 1.3
- [Chapter 17 Integrated Marketing Communication](#)
 - Sections 17.3 and 17.4

Read: Marketing Strategy Chapters 5 and 10

Access Chapter 5 Customers, Segmentation, and Target Marketing in Marketing Strategy and complete the following activities:

- [Chapter 5 Customers, Segmentation, and Target Marketing](#)
 - Review Section 5-6a "Lessons from Chapter 10."
 - Review Section 5-6b " Questions for Discussion."
 - Review the PowerPoint slides.

Access Chapter 10 Developing and Maintaining Long Term Customer Relationships in Marketing Strategy and complete the following activities:

- [Chapter 10 Developing and Maintaining Long Term Customer Relationships](#)
 - Review Section 10-4a "Lessons from Chapter 10."
 - Review Section 10-4b " Questions for Discussion."



- Review the PowerPoint slides.

Performance Assessment Task

Begin working on your performance assessment.

For detail about the performance assessment, see the "Assessment" tab in this course.

Evaluating Feasibility and Profitability

Evaluating feasibility and profitability is critical to organizational success. Marketers determine if production is technically feasible and if the product can be produced at costs low enough to make the final price reasonable.

Consumer Markets

Consumer markets include purchasers and household members who intend to consume or benefit from the purchased products and do not buy products to make profits.

This topic addresses the following competency:

- **Competency 3013.1.3: Evaluating Feasibility and Profitability**
The graduate evaluates the feasibility and profitability of new products and services within the organization.

This topic highlights the following objectives:

- Identify stages of the consumer buying decision process.
- Explain how the stages of the consumer adoption process relate to products and services.
- Identify various types of business markets and its customers.
- Explain how price and nonprice concepts relate to the demand of products and services.

Read: Marketing Chapter 8

As you complete the listed material below, pay attention to the following key point:

- business markets

Access [Chapter 8 Business Markets and Buying Behavior](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework

Read: Marketing Chapter 20



As you complete the listed material below, pay attention to the following key points:

- pricing concepts
- demand

Access [Chapter 20 Pricing Concepts](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework

Read: Marketing Chapter 21

As you complete the listed material below, pay attention to the following key point:

- pricing strategy

Access [Chapter 21 Setting Prices](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
 - Baumgarten, J., Bushnell, O., & Vidal, D. (2010). Pricing: The 'value meal' approach. *ABA Bank Marketing*, 42(5), 16-21.
 - Tesser, L. (2013). Directions to gain a comparative advantage. *Marketing Week* (01419285), 3.

Read: Marketing Strategy Chapters 5 and 6

Read the following sections in *Marketing Strategy*:

- [Chapter 5 Customers, Segmentation, and Target Marketing](#)
 - Read Section 5-1.
 - Review Section 5-6a "Lessons from Chapter 5."
 - Review Section 5-6b "Questions for Discussion."
 - Review the PowerPoint slides.
- [Chapter 6 The Marketing Program](#)



- Read Section 6-2.
- Review Section 6-6a "Lessons from Chapter 6."
- Review Section 6-6b " Questions for Discussion."
- Review the PowerPoint slides.

Supply-Chain Management

The study of supply-chain management includes a set of approaches used to integrate the functions of operations management, logistics management, supply management, and marketing-channel management, so products are produced and distributed in the right quantities, to the right locations, and at the right time.

This topic addresses the following competency:

- **Competency 3013.1.3: Evaluating Feasibility and Profitability**

The graduate evaluates the feasibility and profitability of new products and services within the organization.

This topic highlights the following objectives:

- Explain how supply chain management concepts relate to development of new products and services.
- Explain how market coverage relates to supply chain.
- Identify challenges in managing marketing channels.

Read: Marketing Chapter 15

As you complete the listed material below, pay attention to the following key points:

- supply-chain strategy
- marketing channels

Access [Chapter 15 Marketing Channels and Supply-Chain Management](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:
 - Blanchard, D. (2011). Marketing could be your demand chain's weakest link. *Industry Week/IW*, 260(1), 48-49.
- View the following supplemental video:
 - Adidas on reshaping the supply chain for consumer-direct business

Read: Marketing Strategy Chapter 6



Read the following section in *Marketing Strategy*:

- [Chapter 6 The Marketing Program](#)
 - Read Section 6-3.
 - Review Section 6-6a Lessons from Chapter 6.
 - Review Section 6-6b Questions for Discussion.
 - Review the PowerPoint slides.

Marketing Strategy

To prepare an effective marketing strategy, a company must study competitors as well as actual and potential customers. Marketers need to identify competitors' strategies, objectives, strengths, and weaknesses.

Marketing Strategy

Marketing strategy involves creating a plan of action for identifying and analyzing a target market and developing a marketing mix to meet the needs of that market.

This topic addresses the following competency:

- **Competency 3013.1.4: Marketing Strategy**
The graduate designs a strategic marketing plan for a new product or service.

This topic highlights the following objectives:

- Explain how product and service classifications impact marketing.
- Create a marketing plan to enter a foreign market.
- Explain the stages of the product life cycle and the marketing strategies that support each stage.
- Analyze the level of quality required for products and services in the target market.
- Identify the types of packaging and labeling in new product development.
- Explain how the various pricing strategies relate to marketing new products and services.

Read: Marketing Chapter 9

Access [Chapter 9 Reaching Global Markets](#) in Marketing and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:
 - Carr, M. (2013). Global expansion and the need for an effective distribution



channel strategy. Risk Management (00355593), 60(7), 36–37.

- View the following supplemental video:
 - "How Companies Break Into Emerging Markets"

Read: Marketing Chapter 11

Access [Chapter 11 Product Concepts](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
 - Matthews, A., David, F., & Aroy, J. (2011). Ahead of the curve: Managing product lifecycle. *Pharmaceutical Executive*, 31(6), 24–26.
 - Credle, S. (2013). Lots and lots of choices -- no more time. *Adweek*, 54(40), 35.
- View the following supplemental videos:
 - "The Five Competitive Forces That Shape Strategy"
 - "Michael Porter on Competitiveness"

Read: Marketing Chapters 12 and 14

Read the following sections in *Marketing*:

- [Chapter 12 Developing and Managing Products](#)
 - Sections 12.1 and 12.2
- [Chapter 14 Branding and Packaging](#)
 - Section 14.2

Read: Marketing Strategy Chapters 6 and 7

Read the following sections in *Marketing Strategy*:

- [Chapter 6 The Marketing Program](#)
 - Read Sections 6-1c and 6-2.
 - Review Section 6-6a "Lessons from Chapter 6."
 - Review Section 6-6b "Questions for Discussion."
 - Review the PowerPoint slides.
- [Chapter 7 Branding and Positioning](#)
 - Read Chapter 7.
 - Review Section 7-4a "Lessons from Chapter 7."
 - Review Section 7-4b "Questions for Discussion."
 - Review the PowerPoint slides.



Entrepreneurial Enterprise

Entrepreneurial enterprise includes creating new ideas and spotting opportunities, a process which leads to the creation and management of a new organization.

Entrepreneurial Enterprise

The entrepreneurial enterprise identifies forces in the global market that create opportunities for business development.

This topic addresses the following competency:

- **Competency 3013.1.5: Entrepreneurial Enterprise**

The graduate identifies risks and opportunities for an entrepreneurial enterprise.

This topic highlights the following objectives:

- Evaluate the forces in the global market that impact marketing and services overseas.
- Evaluate the marketing segmentation process to identify the opportunities in the market.
- Evaluate elements of the personal selling process.

Read: Marketing Chapter 6

Access [Chapter 6 Target Markets: Segmentation and Evaluation](#) in Marketing and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental articles:
- Dizik, A. (2013). 10 Questions to Ask Before Determining Your Target Market. Entrepreneur.
- Donnelly, T. (2011). How to Narrow Your Target Market. Inc.
- Hales, M. (2011). Five recommendations for using existing segmentation online. Marketing Week (01419285), 34(41), 41.
- Soat, M. (2013). Get on target. Marketing News, 47(7), 10–11.
- Valentine, M. (2013). Precious bundles of insight. Marketing Week (01419285), 31–34.

Read: Marketing Chapter 19

Access [Chapter 19 Personal Selling and Sales Promotion](#) in *Marketing* and complete the following activities:

- Read the chapter.
- View the video.



- Review the flash cards.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework
- Read the following supplemental article:
 - [Gardner, L. \(2013\). Are you sure you understand the basics of successful selling? *American Salesman*, 58\(3\), 3–6.](#)

Review: Marketing Chapter 9

Access [Chapter 9 Reaching Global Markets](#) in *Marketing* and complete the following activities:

- Read the chapter.
- Review the flash cards.
- View the video.
- Review the PowerPoint slides.
- Complete the following self-check activities:
 - Interactive Quiz
 - CNOW Homework

Read: Marketing Strategy Chapter 5

Read the following chapter in *Marketing Strategy*:

- [Chapter 5 Customers, Segmentation, and Target Marketing](#)
 - Read Sections 5-3 and 5-4.
 - Review Section 5-6a "Lessons from Chapter 5."
 - Review Section 5-6b "Questions for Discussion."
 - Review the PowerPoint slides.

Complete: Task 1 Performance Task

If you have not completed Task 1 A.1 through A.4, complete those parts before attempting parts A.5 and A.6.

Performance Assessment:

Finish working on your performance assessment and submit it in Taskstream.

For details about the performance assessment see the "Assessment" tab in the course.

Final Steps

Congratulations on completing the activities in this course! This course has prepared you to complete the assessment associated with this course. If you have not already been directed to complete it, you should complete the assessment now.