



Marketing Foundations 1b: Building Your Base (HBU1332B)

NDCDE Resources

Welcome: Start Here!

Buzz Student Orientation

Start Here

Your Home Dashboard (the view after you log in)

Customize My Settings

My Profile

Get notifications from your teacher!

My Home Dashboard

What's in my Main Menu?

How do I use the Performance Tool (Grades)?

How do I use the Communication tools (Email/Announcements)?

How do I Use the Calendar Tool?

How do I reorder my course cards?

My Activities

Your Course Home Page

How do I access my activities?

Marking an Activity Complete

Submitting Dropbox Activities

Taking an Assessment

Posting Discussion

Submitting a Blog or Journal

Tracking My Progress

How to Check Your Progress in Buzz

Unit 1: Product and Service Development and Planning

Unit Title

Unit Summary

Unit Objectives

Lesson 01

Lesson 02

Lesson 03

Lesson 04

Lesson 05

Unit 1 Text Questions

Unit 1 Text Questions Dropbox

Unit 1 Lab

Unit 1 Lab Dropbox

Unit 1 Activity
Unit 1 Activity Dropbox
Unit 1 Flashcards
Unit 1 Quiz
Unit 1 Discussion 1
Unit 1 Discussion 2
Unit 1 Podcast

Unit 2: Place, Storage, and Organization of Distribution Channels

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Lesson 05
Unit 2 Text Questions
Unit 2 Text Questions Dropbox
Unit 2 Lab
Unit 2 Lab Dropbox
Unit 2 Activity
Unit 2 Activity Dropbox
Unit 2 Flashcards
Unit 2 Quiz
Unit 2 Discussion 1
Unit 2 Discussion 2
Unit 2 Podcast

Unit 3: Promotion and Advertising

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Lesson 05
Unit 3 Text Questions
Unit 3 Text Questions Dropbox
Unit 3 Lab
Unit 3 Lab Dropbox
Unit 3 Activity
Unit 3 Activity Dropbox
Unit 3 Flashcards
Unit 3 Quiz
Unit 3 Discussion 1
Unit 3 Discussion 2
Unit 3 Podcast

Unit 4: The Art of the Sale

Unit Title

Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Unit 4 Text Questions
Unit 4 Text Questions Dropbox
Unit 4 Lab
Unit 4 Lab Dropbox
Unit 4 Activity
Unit 4 Activity Dropbox
Unit 4 Flashcards
Unit 4 Quiz
Unit 4 Discussion 1
Unit 4 Discussion 2
Unit 4 Podcast

Midterm

Midterm Exam
Midterm Discussion

Unit 5: Pricing in the Marketing Mix

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Unit 5 Text Questions
Unit 5 Text Questions Dropbox
Unit 5 Lab
Unit 5 Lab Dropbox
Unit 5 Activity
Unit 5 Activity Dropbox
Unit 5 Flashcards
Unit 5 Quiz
Unit 5 Discussion 1
Unit 5 Discussion 2
Unit 5 Podcast

Unit 6: Technology and Safety Management in Business Today

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Unit 6 Text Questions
Unit 6 Text Questions Dropbox

Unit 6 Lab
Unit 6 Lab Dropbox
Unit 6 Activity
Unit 6 Activity Dropbox
Unit 6 Flashcards
Unit 6 Quiz
Unit 6 Discussion 1
Unit 6 Discussion 2
Unit 6 Podcast

Unit 7: Entrepreneurship and Human Relations

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Unit 7 Text Questions
Unit 7 Text Questions Dropbox
Unit 7 Lab
Unit 7 Lab Dropbox
Unit 7 Activity
Unit 7 Activity Dropbox
Unit 7 Flashcards
Unit 7 Quiz
Unit 7 Discussion 1
Unit 7 Discussion 2
Unit 7 Podcast

Unit 8: Employability Skills Necessary for a Career in the Marketing World

Unit Title
Unit Summary
Unit Objectives
Lesson 01
Lesson 02
Lesson 03
Lesson 04
Unit 8 Text Questions
Unit 8 Text Questions Dropbox
Unit 8 Lab
Unit 8 Lab Dropbox
Unit 8 Activity
Unit 8 Activity Dropbox
Unit 8 Flashcards
Unit 8 Quiz
Unit 8 Discussion 1
Unit 8 Discussion 2
Unit 8 Podcast

Final Exam

Final Exam

Final Exam Discussion

End of Course Survey

End of Course Survey

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