

Overview

The following list summarizes the proposed approach for developing Company X's *Proprietary Course for Proprietary* eLearning course.

- The course title will be *Proprietary Course*
- There will be a brief *How to Use This Course* in the beginning of the course

The goal of this training is to prepare Proprietary to deliver messages to the public that encourage people to change behaviors that may put them at risk of Proprietary.

The purpose of this course will be to provide Proprietary with the skills to:

- Apply Proprietary marketing techniques
- Plan and implement effective proprietary campaigns
- Promote Proprietary

High Level Terminal Objectives

The terminal learning objectives listed below serve as “benchmark behaviors” for the Company X *Proprietary* course. Each objective will be linked to lesson-level *enabling* learning objectives that in turn translate into measurable behaviors. These objectives will be reinforced throughout the course. After successfully completing the *Proprietary* Web-based courseware, learners will be able to:

- Define the characteristics of a Proprietary marketing campaign within the context of proprietary
- Conduct a formative research analysis to maximize the impact of a Proprietary marketing campaign
- Design goal development initiatives to implement a campaign agenda
- Identify operational support strategies to monitor campaign task management and maintenance procedures

Course Structure

Lesson	Time (min)	Terminal/Enabling Learning Objectives
Intro	2:15	
1. Proprietary Marketing for Proprietary	18:30	Define the characteristics of a Proprietary marketing campaign within the context of proprietary • Identify the scope of Proprietary for the purpose of informing audiences about proprietary issues • Define Proprietary marketing as a message delivery method to bring about behavioral change • Distinguish between the benefits and challenges of Proprietary marketing
2. Formative Research Analysis	13:45	Conduct a formative research analysis to maximize the impact of a Proprietary marketing campaign • Determine the specific contribution Proprietary marketing will make to the overall proprietary program or campaign. • Gather information about the demographic, behavioral, and lifestyle characteristics of the target audience • Determine the implications of the organizational and environmental factors context for a Proprietary marketing campaign plan
3. Developing Proprietary Designs	14:30	Design goal development initiatives to implement a proprietary agenda • Design measurable goals and objectives for a Proprietary marketing proprietary • Develop an organization-wide action strategy to achieve proprietary objectives • Identify Proprietary media tools that may be used to implement proprietary communication and marketing plans
4. Operational Implementation	8:05	Identify operational support strategies to monitor proprietary task management and maintenance procedures • Develop a plan for creating proprietary linkages with partner organizations • Identify program management processes to ensure organizational support • Evaluate Proprietary marketing contributions to monitor proprietary progress of the target audience's behavior change
Conclusion	0:30	

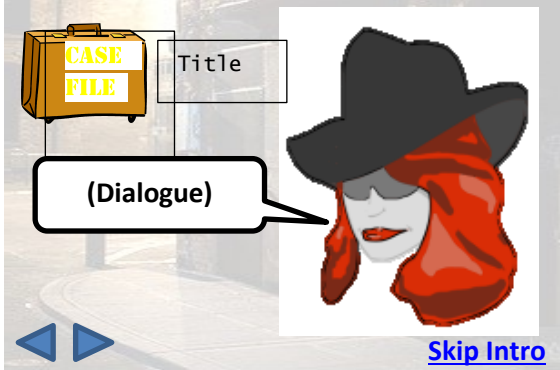
Proposed Course Outline & Treatments

Lesson	Slide/Topic	Proposed Treatment
How to use this course	Navigation screen instructions	Text
	Welcome (including objectives)	AV
Proprietary Course	Lesson Introduction & Objectives	Menu with Narration
	Proprietary	Images, graphics
	Proprietary marketing as a message delivery method	Images, graphics, hot spot, T/F formative question, timed animations to narration
	The benefits and challenges of Proprietary marketing	Images, vectors, timed animations to narration, scenario based scripted dialog
	Knowledge check	Matching Game
	Conclusion	Image and bb screen shot
Formative Research Analysis	Lesson Introduction & Objectives	Menu with Narration
	The role of Proprietary marketing in a proprietary.	Images, vectors, timed animations to narration, interactive timeline
	Demographic characteristics of a target audience	Images, vectors, timed animations to narration, scenario based scripted dialog
	Implications of organizational and environmental factors	Graphics
	Knowledge check	Drag and drop
	Knowledge check	graphic
Developing Proprietary Designs	Lesson Introduction & Objectives	Menu with Narration, interactive graphic
	Design measurable goals and objectives	Graphic with timed animations to narration, Images, vectors, timed animations to narration; scenario based scripted dialog, interactive formative question, and drop box.
	Develop an organization-wide action strategy	Graphic with timed animations to narration, images, vectors, timed animations to narration; scenario based scripted dialog, interactive formative question, and drop box.
	Proprietary media tools	Graphic with timed animations to narration, images, vectors, timed animations to narration; scenario based scripted dialog, interactive formative question, and drop box.

Lesson	Slide/Topic	Proposed Treatment
	Knowledge check	Interactive buttons
Operational Implementation	Lesson Introduction & Objectives	Menu with Narration
	Proprietary with partner organizations	Images, vectors, scenario based scripted dialog, Interactive formative question
	Program management processes	Images, vectors, scenario based scripted dialog, timed animations
	Monitoring proprietary progress	Images, vectors, scenario based scripted dialog
	Knowledge check	TBD
	Knowledge check	TBD

Lesson 2 Storyboards

Intro	
Navigation screen instructions> How to use this course	Slide 1
Visual (0:45)	
<i>(Dialogue Bubble 1)</i> Welcome to the Proprietary course. This is the second lesson in the Proprietary series. Click the Right Arrow Key to continue with course directions, or <u>SKIP INTRO</u> to go directly to the main menu <i>(Dialogue Bubble 2)</i> This course is designed in four modules which build on each other. Therefore it is important for you to complete the modules consecutively. The time required to complete each module varies, but you can save your work and come back to it later. <i>(Dialogue Bubble 3)</i> This entire course with all of the blackboard activities has been designed to be completed in less than eight hours. If you exit without completing the lesson, you will be able to resume from the last topic you visited. <i>(Dialogue Bubble 4)</i> Topics are visible from the ‘The Table of Contents’ menu and must be completed in order. <i>(Dialogue Bubble 5)</i> Click <u>OBJECTIVES</u> to see the course objectives or click the right arrow button to get started <i>(Pop up Box)</i> Objective 1: Define the characteristics of a Proprietary marketing proprietary within the context of proprietary Objective 2: Conduct a formative research analysis to maximize the impact of a Proprietary marketing proprietary Objective 3: Design goal development initiatives to implement a proprietary agenda Objective 4: Identify operational support strategies to monitor proprietary task management and maintenance procedures	

		(Title) Proprietary Course	
Narration Script		Interaction/Programming	
(Music playing, no narration)		Programming: A warehouse district scene/ splash page (like Dick Tracey, comic over a still background) will go here. There will be some “detective” themed scenario based learning a little later on (See main menu below). Programming: Upon entrance a briefcase enters stage from left (squeaky door sound effect) with the word CASE FILE (stencil std font) on it, the title pops up to the right as though being typed (type writer sound effect, Lucinda sans typewriter font). <i>Note: All text goes into the dialogue box.</i>	
Design Document (Course2: Module 1) Company X: Proprietary marketing for proprietary			
Objectives > Lesson introduction and objectives			Slide 3
Visual (1:00)			

Main Menu

Module 1: Proprietary Marketing for Proprietary
Module 2: Formative Research Analysis
Module 3: Developing Campaign Designs
Module 4: Operational Implementation



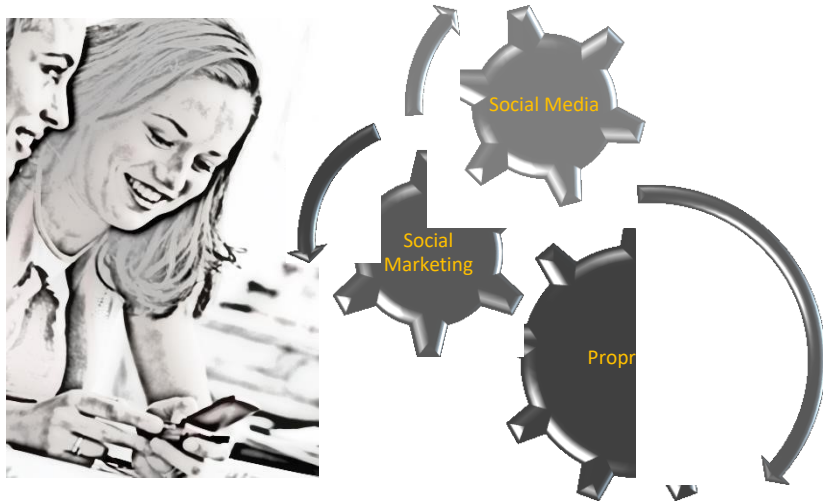
Warning: This course is designed in four modules which build on each other. Therefore it is important for you to complete the modules consecutively.



Narration Script	Interaction/Programming
(Music plays) Module 1 introduces you to Proprietary and the role of Proprietary marketing in proprietary initiatives. The purpose of this module is to identify the scope of Proprietary for the purpose of informing audiences about proprietary issues. Additionally, you will define Proprietary marketing as a message delivery method to bring about behavioral change and distinguish between the benefits and challenges of Proprietary marketing. Notice that the modules build on each other, so it is important to take each one in order. Module 1 has been unlocked and is now showing in yellow. Once you have unlocked a module you can go back to it at any time. Click Next to continue	Programming: Pick four crates and label them 'MODULE 1, 2, 3, 4.' Crate 5 should be labeled 'DIRECTIONS' which links back to the splash page when the learner clicks on it, the objectives pop up in a dialogue cloud. Programming: Highlight the corresponding crates as the narrator speaks about the modules. Main menu slightly throbs or shakes on occasion Note: The title Proprietary Course should be listed above the TOC on the left. Programming: The menu buttons will be clickable wooden crate boxes. Programming: When the learner rolls over the wooden crates, it should appear to highlight the box and the module label should appear, a little movement with the box would be bonus. Programming: If learner tries to click on modules 2, 3 or 4, a warning box (with symbol should appear that states: 'Warning: This course is designed in four modules which build on each other. Therefore it is important for you to complete the modules consecutively. Click on Module 1 to get started' Note: If you want, one or two of the crates can shake ever so slightly during this narration (as though the content is bursting to be released!)
Proprietary marketing for Proprietary> Proprietary	Slide 4

Visual (0:45)		
What is Proprietary?		
		
Source: Proprietary, SC., 1994		
Narration Script	Interaction/Programming	
The scope of Proprietary we are focusing on is for the purpose of informing audiences about proprietary issues. This includes disease proprietary, proprietary promotion, proprietary care policy, and the business of proprietary care as well as enhancement of the quality of life and proprietary of individuals within the community.	Programming: Insert graphic, time animation, exit after (Match graphic colors to theme colors) Fade out <i>Source: Proprietary, SC. ed. Proprietary, challenges for the 21st century. Special issue. American Proprietary Scientist, 38(2), 1994.</i>	
Proprietary rely on mass communications such as television and radio, as well as printed materials. Proprietary is the art of informing, influencing, and motivating public, institutional, and individual audiences about important proprietary issues.	Programming: A school image with student fades in. The image appears full screen and slowly fades to black and white except a single student (which remains in color).	
Proprietary marketing for Proprietary> Proprietary marketing as a message delivery method		Slide 5
Visual (1:45)		

Proprietary and Proprietary Marketing Roles



T/F

T-Proprietary is viewed as a technique for getting a message out to an audience and for motivating behavior change.

*F-Proprietary marketing is not really considered a message delivery method to bring about behavioral change.
(Answer- Proprietary marketing **is** really considered a message delivery method to bring about behavioral change.)*

T-Proprietary media is the application based platform used to deliver virtual, interactive and collaborative messages over the internet.

Sources: Proprietary People 2010

Narration Script

Although the genre of proprietary is broad and wide ranging, it is our intention to identify the scope of Proprietary for the purpose of informing audiences about proprietary issues. The terms Proprietary marketing and proprietary are often used interchangeably. However, the terms have slightly different meanings. Proprietary is the art of informing audiences about proprietary issues, and Proprietary marketing is a method used to get messages out and to bring about change.

Proprietary media and Proprietary marketing are frequently intertwined with Proprietary. In order to author and manage your own proprietary, it is important for you to first Identify the characteristics of a Proprietary marketing proprietary within the context of proprietary. Let's explore what you have already learned about proprietary. See if you can answer the following three interactive questions. Click on each term to see if your answer is correct.

Interaction/Programming

Programming: Similar graphics or theme colors may be applied at the discretion of the developer.

Interaction: Click the hot spot T/F formative interactive questions (non-scoring). Place hot spots over each term with the corresponding statements.

Sources: Proprietary People 2010: Proprietary₂; North Carolina DHHS: Proprietary Marketing₃; Proprietary Marketing Institute: Proprietary Marketing

Visual (2:15)	
Types of Proprietary Marketing  Positive Messages 1999	Source: <i>wmichproprietary, 2003; U of Texas, 2003; Schmitt, BH</i>
Narration Script	Interaction/Programming
Proprietary marketing is the planning and implementation of programs or proprietary that are designed to bring about Proprietary and proprietary change, or make the behavior less risky by using concepts from commercial marketing. It is also defined as the coordinated activities that comprise a program or proprietary to make a certain change or behavior fun, easy, and popular. Proprietary marketing is a mindset as well as a set of tasks or actions. It focuses on understanding the motivations, wants, fears, and aspirations of target audiences, which means it draws on the same research and planning principles that make commercial marketers successful at encouraging people to buy a product or service. Often, a variety of interventions are used to make a proprietary behavior something the audience desires. There are several types of Proprietary marketing proprietary or strategies: Positive Messages – about the proprietary issues by providing the target audience with information about the benefits of changing their behavior and progress that have been made to bring about change. Tailored Proprietary – are proprietary designed specifically for a particular audience, their needs, and their primary means of accessing information Quality Improvement Focused Proprietary – are those that identify, describe,	Programming: The words pop up on the chalk board timed to the narration. The word fear expands to all caps then goes to italic and lastly turns red as narrator talks on that point. Note: <i>Comic sans font is recommended here.</i> Source: <i>Schmitt, BH. Experiential Marketing: How to get customers to sense, feel, think, act, relate to your company and brands. New York: New York Free Press; 1999.</i> Source: <i>Weininger, MA. The Challenge of Proprietary Marketing: Can Public Proprietary Promotional Efforts Compete in the Market. Houston: University of Texas; 2003. Available at http://homepages.wmichproprietary/~jbrusk/2003-Paper1.pdf Accessed December 6, 2010.</i>

analyze and strengthen problem area by testing and implementing solutions that include the active participation of the target audience

Proprietary are Audience-Focused – to address the specific needs of a group, community or organization

Negative Fear-Based Proprietary - should be used infrequently because people have become immune to them and do not respond to them anymore.

Time Based Interventions – are designed to address a particular proprietary issue for a specific period of time (often short), i.e. for an event or brief promotion

Live Events are experiential marketing experiences that give target audiences the opportunity to see a product or program for themselves

Have you experienced or are you aware of any other types of Proprietary marketing proprietary? If so, please list them in the Black board Forum, a link to the corresponding forum will be provide at the end of this module.

Proprietary marketing for Proprietary> The benefits and challenges of Proprietary marketing

Slide 7

Visual (1:15)

What are the Benefits of Proprietary Marketing?



Source:

Narration Script		Interaction/Programming	
Proprietary marketing is a process that helps to create a variety of interventions that make a proprietary behavior something the audience desires. The goal is to make behavior change easy and rewarding for target audiences. In order to maximize the effectiveness of your proprietary efforts you should distinguish between the benefits and challenges of Proprietary marketing. It is also important to involve those impacted by the issue, which gives the proprietary more depth. This enables effective use of resources because they are prepared for a targeted audience. In addition, it provides a 360 view of the issues because both the developers and the audience are involved in determining which strategies will be most effective.		Programming: Seamless white background: Photo similar to below is on stage entrance and slowly fades to color when the word 360 degrees is mentioned. It fades disappears at the end of the narration. Source: North Carolina Department of Proprietary and Human Services, NC Division of Public Proprietary Web site. Proprietary Marketing. Available at http://publicproprietary.ncproprietary/employees/Proprietarymarketing.htm	
Proprietary marketing for Proprietary> Knowledge check			
Slide 10			
Visual (5:00)			
Matching Game: Attributes of Effective Proprietary Communication			
	Accuracy	Availability	Balance
	Cultural	Evidence	Reach
	Relevant	Repetition	Timeliness
	Consistency	Reliability	Understandability
(Background)			
Source: hhsproprietary, 2010			

Text Buttons:

Accuracy: The content is valid and without errors of fact, should be presented without personal interpretation or judgment.

Availability: The content (whether targeted proprietary or other information) is delivered or placed where the audience can access it. Placement varies according to audience, proprietary complexity, and purpose, ranging from interpersonal and Proprietary networks to billboards and mass transit signs to prime-time TV or radio, to public kiosks (print or electronic), to the Internet.

Balance: Where appropriate, the content presents the benefits and risks of potential actions you are asking your audience to take. Balance recognizes different and valid perspectives on the issue.

Consistency: The content of your proprietary should be designed to be consistent over time and reliable across various sources. The content remains internally consistent and also is consistent with information from other sources (the latter is a problem when other widely available content is not accurate or reliable).

Cultural competence: The racial and cultural backgrounds of your audience should be considered along with educational levels, language difference, and mental and physical disabilities. The design, implementation, and evaluation process that accounts for special issues for select population groups (for example, ethnic, racial, and linguistic) and also educational levels and disability.

Evidence base: Scientific evidence that has undergone rigorous analysis to formulate practice guidelines, performance measures, review criteria, and technology assessments for tele proprietary applications. All of the information provided should have undergone comprehensive review to ensure there is scientific evidence of its validity and effectiveness.

Reach: The Proprietary must be made available to the largest number of people in your target audience.

Reliability: It is important to use reliable, credible, and up to date sources for the content of your proprietary.

Relevant: A Proprietary must be relevant to the targeted audience

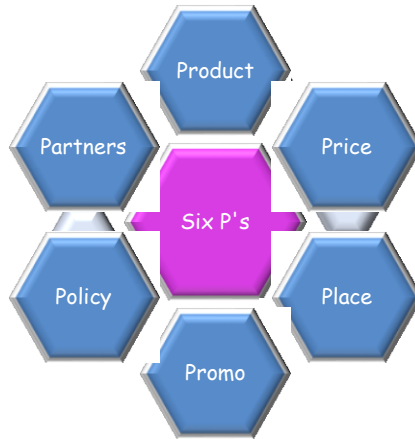
Repetition: To be effective your proprietary must be delivered repeatedly over time to reinforce its impact with the target audience. The delivery of/access to the content is continued over time, both to reinforce the impact with a given audience and to reach new generations.

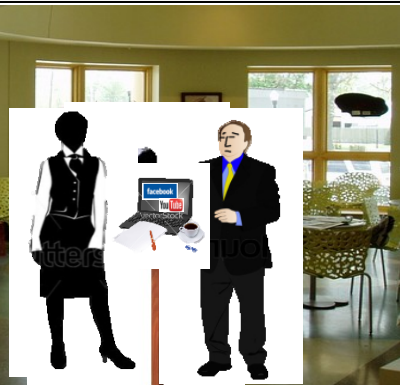
Timeliness: The content is provided or available when the audience is most receptive to, or in need of, the specific information.

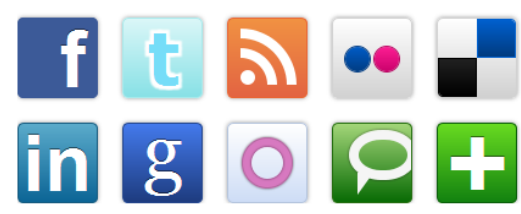
Understandability: The reading or language level and format (including multimedia) are appropriate for your target audience.

Narration Script	Interaction/Programming
Matching Game: This section shows the elements of an effective proprietary. Make sure that the information used for your proprietary incorporates some of these attributes: A series of attribute descriptions will be read. Click on the term that best describes the attributes.	Matching/Interactive: List attributes on screen one at a time (Use formative question hot spots). One hot spot should go to the correct answer. The learner can click as many times on any other spot on the screen. The screen will not move forward unless he/she clicks the hot spot. On the following slide, the font should change color (like grey) to indicate to the learner that they had already made that selection. Note: Mix these attributes up so that they don't appear to be linear. Note: Picture twelve old proprietary TV sets stacked in four rows of three in an old ware house with the key terms (and hot spots) on them, if too difficult

	to find/ build buttons (buttons should match color scheme) Source: U.S. Department of Proprietary and Proprietary Services. Proprietary People 2010: Proprietary (Chapter 11); 2000. Available at http://www.hhsproprietary/opa/pubs/hp2010/hp2010rh_sec2_proprietarycomm.pdf .	
Proprietary Marketing for Proprietary> Conclusion		Slide 11
Visual (0:45)		
When do you use Proprietary Marketing?  		
Narration Script		Interaction/Programming
We have reviewed some of the key definitions and concepts associated with proprietary and Proprietary marketing. The best time to use Proprietary marketing is when the target audience is aware of the issue and ambivalent about changing. It is best to use Proprietary marketing techniques when people are aware of the proprietary issue but are not sure if they want to change their behavior. When people or communities are entrenched with a proprietary issue, the best approach is to promote compliance with and enforcement of the policies and laws that address those problems.		Programming: Image similar to the one above enters stage, reflecting the term “ambivalence” Image only
We have reached the end of Module 1. After you exit this module, re-enter blackboard. You will find that your supporting materials for this module are now available. You must complete all of the exercises in order to receive credit		Note: Place a screen shot here of the activity links and resources from bb

for the certification with an accuracy of 80 percent or better. You will have a two week window to complete all of the exercises.	
Developing Proprietary Designs> Proprietary media tools	Slide 25
Visual (1:20)	
  The Six P's – Start by writing the title of your draft Proprietary message. The Product – What type of programs or services will your organization offer the target audience to help change their behavior toward alcohol, proprietary and other proprietary? The Price – What is the cost of the target audience changing their behavior and what will you do to convince them it's worthwhile? The Place – Where is the most effective place to display your message? The Promotion – What is your strategy for getting the proprietary to the target audience and which Proprietary media application will you use? The Policies – Are there local, regional or national policies that support your campaign and how will you use them to enhance the success of your proprietary efforts? Do you need to support the development and passing of new policies in your community, state, or country to support Proprietary initiatives? The Partners – Which organizations or individuals will you collaborate with to distribute your proprietary message, programs and services?	
Narration Script	Interaction/Programming
Once you have a better idea what your goals are for the proprietary, it is time to draft a design. In our story, Sam has invited you and the detectives to draft out the proprietary over coffee.	Programming: Left image on stage entrance
Sam: What kind of proprietary do you want to send out to the kids that will encourage them to participate in alternative activity programs? Ralph: Well, we looked into some of the proprietary programs in the neighborhood. Alyssa: We know what we want the kids to do. I guess what we are still trying to figure out is how do translate that into a Proprietary marketing proprietary.	Programming: Characters shift positions
Sam: The quickest way to develop a more comprehensive draft of your Proprietary media proprietary is by answering the following questions about the six Ps, Product, Price, Place, Promotion, Policy, and Partners. Our intern is going to lead you through the process and will record your answers.	Programming: Interactive graphic enters stage

Essay Response: Click on each of the buttons and answer the question in a way that reflects how the detectives might respond, <i>(answers may vary)</i> . At the end of the module, you will be directed to the group wiki, you will use these questions to construct your draft. You can find a copy of the Six P’s in the resource section.		Interactive essay response: Learner clicks on the graphic buttons. Pop up boxes appear with an essay response questions. Note: A purple button indicates that the learner has clicked on it. Note: If there is a way that the learner can print their answers, indicate so with directions in the dialogue
Developing Proprietary Designs> Proprietary media tools		Slide 26
Visual (1:30)		
Proprietary Media  		
Narration Script		Interaction/Programming
After drafting the proprietary, the detectives have a few questions about Proprietary Media Marketing. Alyssa: I have heard that Proprietary media tools are frequently used for Proprietary marketing proprietary. What are some of the reasons? Sam: Proprietary media has the capacity to reach small and large groups of people in multiple/global locations in a very short period of time. Ralph: I find it rather confusing as to the difference between Proprietary media marketing compared to other forms of marketing.		Programming: Image similar to above on stage entrance
Sam: It is important to highlight what Proprietary media is not. Most individuals confuse Proprietary media with advertising on Proprietary networking sites. It is anything but that. Alyssa: Yes, but isn’t advertising that appears on these Proprietary networking sites more Proprietary action based? Sam: Yes and no, networks monitor what the users are doing and place		Programming: Characters appear to shift positions (or zoom in)

<i>relevant ads next to them with the assumption that they will be clicked.</i> Ralph: What about spamming? Doesn't that have to do with Proprietary Media? Sam: Proprietary media marketing is not about spamming. It is not about copying certain links or spamming in discussion groups or forums.	
Alyssa: Well, we certainly don't want any type of advertising that tends to withhold information and discourages collaboration. Sam: Proprietary media marketing is about sharing information, engaging people, and encouraging cooperation among individuals and groups. Ralph: Ok, because I don't like it when I see those commercials that just sort of talk at people. Sam: Well, you are going to like this kind of marketing then. Proprietary media is about generating ongoing dialogue between and among groups.	Programming: Characters appear to shift positions (or zoom in)
Developing Proprietary Designs> Knowledge check	
  Help Sam find some Proprietary media examples, click on the corresponding Visual (1:30)	
Narration Script Alyssa: Doesn't Proprietary media make information available to people for relatively little or no cost? Sam: Yes AND Proprietary media has a high level of usability. That is, the technology does not require that users have an advanced education. Alyssa: What are some of the Proprietary Media tools that you recommend? Sam: I brought my laptop with me; I thought we could look up a few of them	Interaction/Programming Note: Select examples of Proprietary media labels and/ or photos here. Line them up so that participants can click on the label during the dialogue Facebook, Linked in, Wikipedia, Twitter, You Tube WordPress, Google Reader, Flickr, and Instagram Dialog Box Pop up: Help Sam find some Proprietary media examples, click on the corresponding

together. Our intern is a wiz on the computer. Can you help us look up a few examples? You ask the detectives what they have in mind.	Proprietary media apps. Note: Proprietary Media ribbon is not exact match. Find or create a ribbon similar to the example above.
Ralph: I was thinking about Proprietary utility sites, the kind that connects people.	Interaction: Formative Question Button Type Button Label: Facebook Button Label: Linked in Hint- Proprietary utility sites connect people (Yes, you got it right or Not quite, try again)
Alyssa: What about wikis, the ones that allow people to collaboratively share information?	Interaction: Formative Question Button Type Button Label: Wikipedia Hint- Wiki's allow people to collaboratively share information (Yes, you got it right or Not quite, try again)
Ralph: I would really like to learn more about micro-blogging, apps that instantly connect people to individuals they are following	Interaction: Formative Question Button Type Button Label: Twitter Button Label: Hint- Micro blogs instantly connect people to the individuals they are following (Yes, you got it right or Not quite, try again)
Alyssa: Do you know of any video sharing websites?	Interaction: Formative Question Button Type Button Label: Proprietary Button Label: Hint- Video sharing website make excellent platforms for Proprietary media proprietary (Yes, you got it right or Not quite, try again)
Sam: Don't forget to show them an example of a blog. Blog websites are used to regularly record opinions and information.	Interaction: Formative Question Button Type Button Label: Word press Hint- Blogs are websites used to regularly record opinions and information (Yes, you got it right or Not quite, try again)
Alyssa: I see a lot of people that use rss feeds. I heard they are a good way to distribute links or syndicated content.	Interaction: Formative Question Button Type Google Reader Hint- RSS Feeds are a way to distribute links or syndicated content on your website to others (Yes, you got it right or Not quite, try again)

Ralph: <i>Down at the station, we actually use a lot of online photo management and sharing services.</i>		Interaction: Formative Question Button Type Button Label: Flickr Button Label: Instagram Hint- Online photo management and sharing services (Yes, you got it right or Not quite, try again)	
Developing Proprietary Designs> Conclusion			Slide 28
Visual (0:30)			
(bb screen shot)			
Narration Script		Interaction/Programming	
You have now completed the e-learning portion of Module 3: Developing Proprietary Designs. In this module you have learned to design goals and proprietary drafts. You were also able to explore Proprietary media tools that will play a key role in maximizing the impact of a Proprietary marketing proprietary. After you exit this module, re-enter blackboard. You will find that your supporting materials for this module are now available. You must complete ALL of the exercises in order to receive credit for the certification with an accuracy of 80 percent or better. You will have a two week window to complete all of the exercises.		Note: <i>Place a screen shot here of the activity links and resources from bb</i>	