Welcome!

Tutorials are only open to the following individuals:

- Graduates of bachelor’s or higher degrees
- Who have applied to or have been admitted to the MBA program
- Who have applied to or have been admitted to the Graduate Business Certificate
- Who have applied to or have been admitted as a Non-Degree Graduate Student

Instructions:

1. There is no charge to enroll in the tutorial.
2. Ensure your MaineStreet ID and your @maine.edu or @umit.maine.edu email (are active.
   a. Call UMaine IT at 1-866-560-6280 or 207-581-2506 for assistance, if needed.
3. Notify the MBA Graduate Office when you’re ready to enroll in either of these tutorials.
   a. Call 207-581-1971 or email Sharon Steele, Administrative Specialist at: sstele@maine.edu. You will be
   promptly enrolled in the course under your @maine.edu UMS account only.
4. Purchase the textbook(s) at a bookseller online. Estimated costs for each textbook is $30 - $120 (or, try renting a text)
5. Access the tutorial at: https://www.courses.maine.edu/webapps/portal/frameset.jsp with your User Name & ID (same
   as logging into your UMS email account). Click on the MBA Tutorials link on the right side of the screen.
6. You may access the tutorial(s), save your work, then return to complete the test(s).
7. Study at your own pace and take the exam when you’re ready. Good luck!

Students must achieve an 80% (B-) minimum in each course for meeting the Marketing and Management prerequisites to the
MBA Program. The MBA Graduate Office will be able to automatically check your results and will communicate with you pursuant to your passing grade. Tutorial exams may be repeated at no charge.

Marketing Tutorial

Read Chapters 1-16


Table of Contents

**PART I: Defining Marketing and the Marketing Process**

Chapter 1 Marketing: Managing Profitable Customer Relationships
Chapter 2 Company and Marketing Strategy: Partnering to Build Customer Relationships

**PART II: Understanding the Marketplace of Consumers**

Chapter 3 The Marketing Environment
Chapter 4 Managing Marketing Information
Chapter 5 Consumer and Business Buyer Behavior

**PART III: Designing a Customer-Driven Marketing Strategy and Marketing Mix**

Chapter 6 Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers
Chapter 7 Product, Services, and Branding Strategy
Chapter 8 New-Product Development and Product Life-Cycle Strategies
Chapter 9 Pricing: Understanding and Capturing Customer Value
Chapter 10 Marketing Channels and Supply Chain Management
Chapter 11 Retailing and Wholesaling
Chapter 12 Communicating Customer Value: Advertising, Sales Promotion, and Public Relations
Chapter 13 Communicating Customer Value: Personal Selling and Direct Marketing

**PART IV: Extending Marketing**

Chapter 14 Marketing in the Digital Age
Chapter 15 The Global Marketplace
Chapter 16 Marketing Ethics and Social Responsibility
Welcome!

Tutorials are only open to the following individuals:

- Graduates of bachelor’s or higher degrees
- Who have applied to or have been admitted to the MBA program
- Who have applied to or have been admitted to the Graduate Business Certificate
- Who have applied to or have been admitted as a Non-Degree Graduate Student

Instructions:

1. There is no charge to enroll in the tutorial.
2. Ensure your MaineStreet ID and your @maine.edu or @umit.maine.edu email (are active.
   a. Call UMaine IT at 1-866-560-6280 or 207-581-2506 for assistance, if needed.
3. Notify the MBA Graduate Office when you’re ready to enroll in either of these tutorials.
   a. Call 207-581-1971 or email Sharon Steele, Administrative Specialist at: steele@maine.edu. You will be promptly enrolled in the course.
4. Purchase the textbook(s) at a bookseller online. Estimated costs for each textbook is $30 - $120 (or, try renting a text)
5. Access the tutorial at: https://www.courses.maine.edu/webapps/portal/frameset.jsp with your User Name & ID (same as logging into your UMS email account). Click on the MBA Tutorials link on the right side of the screen.
6. Study at your own pace and take the exam when you’re ready. Good luck!

Students must achieve an 80% (B-) minimum in each course for meeting the Marketing and Management prerequisites to the MBA Program. The MBA Graduate Office will be able to automatically check your results and will communicate with you pursuant to your passing grade. Tutorial exams may be repeated at no charge.

Management Textbook:

Read Chapters 1-13


PART 1: Management and Managers
Chapter 1 The Management Process Today
Appendix A History of Management Thought
Chapter 2 Values, Attitudes, Emotions, and Culture: The Manager as a Person

PART 2: The Environment of Management
Chapter 3 Managing Ethics and Diversity
Chapter 4 Managing in the Global Environment

PART 3: Planning, Decision Making, and Competitive Advantage
Chapter 5 Decision Making, Learning, Creativity, and Entrepreneurship
Chapter 6 Planning, Strategy, and Competitive Advantage

PART 4: Organizing and Change
Chapter 7 Designing Organizational Structure
Chapter 8 Control, Change, and Entrepreneurship

PART 5: Leading Individuals and Groups
Chapter 9 Motivation
Chapter 10 Leaders and Leadership
Chapter 11 Effective Team Management
Chapter 12 Building and Managing Human Resources

PART 6: Controlling Essential Activities and Processes
Chapter 13 Communication and Information Technology Management