

STUKENT PRODUCT CATALOG



20+ SIMULATIONS &
COURSEWARE BUNDLES

BUSINESS | MARKETING | COMMUNICATIONS | INNOVATIONS

THE STUKENT STORY

DOES YOUR TEXTBOOK MAKE THE GRADE?

When our CEO and founder, Stuart Draper, first stepped into the classroom as a digital marketing instructor, he discovered something surprising: The course materials created by traditional publishers were outdated. Academic publishers couldn't revise, print, and distribute their materials fast enough to keep up with current marketing trends.

Educators needed better tools to prepare students for ever-evolving careers. Tools that weren't available from any publisher or developer ...

... yet.



RESOURCES THAT WORK HARDER SO YOU CAN WORK SMARTER

To train the next generation of industry professionals, thought leaders, and innovators, Draper knew higher education needed tools that could:

- **Keep academia current.** To keep up with rapidly evolving industries, educational materials had to be updated annually.
- **Give students résumé-worthy experiences.** To compete in the job market, students needed to apply what they were learning in the classroom to real-life situations, preparing them for their first day at an entry-level job.
- **Mimic real-world workspaces.** Hands-on simulations and activities would help students practice their critical thinking skills, utilize newfound knowledge, and gain industry perspectives.
- **Be made for educators, by educators.** Cutting-edge industry insights needed to be supplemented by modern pedagogical practices.
- **Save educators hours of preparation time.** If textbooks came packaged with resources such as lesson plans, engaging assignments, lecture slide decks, and more, educators could spend more time on what mattered most – their students.
- **Be easy to implement in any curriculum.** These innovative new tools had to be easy for educators and students to use.

Draper's breakthrough answer? Fully digital, continuously updated courseware paired with engaging, expertly crafted simulations.

And so, he created Stukent.

COURSEWARE + SIMULATIONS = EFFECTIVE EDUCATION

Stukent addresses the gap between dynamic, fast-moving industries and academia. Since 2013, we've helped thousands of educators prepare their students for today's competitive job market. We've revolutionized how educational materials are created, integrating robust courseware with compelling, first-in-the-world simulations.

When students have the opportunity to put classroom concepts into practice, they are 75% more likely to retain what they have learned. Conversely, students remember roughly 20% of the concepts they learn passively in the lecture hall.

We are committed to keeping our courseware up to date with the industry's latest trends, best practices, and proven strategies. Our proprietary Mimic simulations ask students to step into professional roles and pack months of on-the-job training into a semester.

And we aren't stopping there — we promise to innovate, inspire, and bring the best tools into your classroom. We launch groundbreaking new courseware and simulations each semester, building better curricula for marketing, business, and communications courses.

At Stukent, we're helping educators help students help the world.

STUKENT

20+ FIRST-IN-THE-WORLD SIMULATIONS



WE INNOVATE. YOU EDUCATE. STUDENTS SIMULATE.

Get free instructor access at
www.stukent.com

QUICK REFERENCE GUIDE

MARKETING

Modern Marketing Principles » Courseware9

Mimic Marketing Principles » Simulation10

Modern Marketing Principles » Video Case Studies11

Digital Marketing Essentials » Courseware12

Mimic Pro » Simulation13

Digital Marketing » Certification14

Mobile Marketing Essentials » Courseware14

Sports Marketing » Courseware15

Mimic Sports Marketing » Simulation15

SEO: Strategy & Skills » Courseware16

Mimic SEO » Simulation17

Email Marketing » Courseware18

Mimic Email Marketing » Simulation19

Essentials of Social Media Marketing » Courseware20

Mimic Social » Simulation21

Marketing Analytics » Courseware22

Mimic Analytics » Simulation23

Digital Marketing Analytics » Courseware24

Mimic Digital Marketing Analytics » Simulation25

Professional Selling » Courseware26

Mimic Professional Selling » Simulation27

Consumer Behavior » Courseware28

Mimic Consumer Behavior » Simulation29

Services & Experience Marketing » Courseware30

Mimic Services Marketing » Simulation31

Market Research Essentials » Courseware32

Mimic Market Research » Simulation33

Marketing Management Today » Courseware36

Mimic Marketing Management » Simulation37

Integrated Marketing Communications » Courseware38

Mimic IMC » Simulation39

Content Marketing Strategies » Courseware40

Mimic Content Marketing » Simulation41

QUICK REFERENCE GUIDE

BUSINESS

Business Research Essentials » Courseware43

Introduction to Business » Courseware44

Mimic Intro to Business » Simulation45

Entrepreneurship » Courseware46

Mimic Entrepreneurship » Simulation47

Business Analytics » Courseware48

COMMUNICATIONS

PR Principles » Courseware50

Mimic Public Relations » Simulation51

Crisis Communication » Courseware52

Mimic Crisis Communication » Simulation53

Advertising » Courseware54

Mimic Advertising » Simulation55

Media Planning Essentials » Courseware56

Mimic Media Planning » Simulation57

Business Communication » Courseware58

Mimic Business Communication » Simulation59

Business Writing » Courseware59

Personal Branding » Courseware60

Mimic Personal Branding » Simulation60

INNOVATIONS

Personal Finance Essentials » Courseware62

Mimic Personal Finance » Simulation63

Name, Image & Likeness » Courseware64

Mimic NIL » Simulation65

NIL » Certification65

The Marketing All-access Pass34

MARKETING

MARKETING EDUCATION, MEET REAL-WORLD APPLICATION

In today's dynamic marketing industry, it's challenging to keep a curriculum abreast of the latest trends. If you want to prepare your students for a career in marketing but need better resources for the job, we're here to help.

Stukent provides leading-edge simulations and courseware that are easy to implement in the classroom. With the "Digital Marketing Essentials" courseware, you can teach your students the principles of pay-per-click advertising, SEO, email marketing, and social media. Or, train students to clean big data with "Marketing Analytics," build social media skills with "Essentials of Social Media Marketing," or explore buyer psychology with "Consumer Behavior."

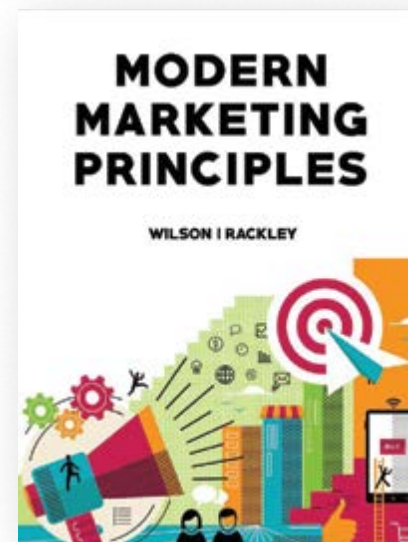
To give students unparalleled, résumé-worthy experiences, pair our courseware with a revolutionary Mimic simulation. With a user-friendly interface, knowledge-checking interactions, and auto-graded objectives, Mimic simulations give your students real career insights without the risks.

So, whether you're looking for an engaging, industry-vetted marketing curriculum, hands-on simulations, teacher resources, or student certifications, Stukent has everything you need to prepare today's students for tomorrow's marketing industry.

Who says you can't have it all? Connect with a Stukent course consultant to get an all-access pass to Stukent's marketing courseware and simulations. Discounts available!

To find a course consultant, visit:
stukent.com/schedule-a-demo/

SUPERCHARGE YOUR MARKETING CURRICULUM



COURSEWARE MODERN MARKETING PRINCIPLES

BY KINDA WILSON & JERRY RACKLEY

If business is a chess match, then marketing is the queen. "Modern Marketing Principles" gives students a powerful foundation in the processes, value, and role of marketing. Updated each year, this courseware comes packed with engaging resources, such as lesson plans, auto-graded assignments and quizzes, lecture slide decks, and more.

STUDENT LEARNING OBJECTIVES

- Describe the marketing mix
- Explain consumer and buyer behavior
- Detail the critical elements of marketing research
- Illustrate different strategies for branding
- Explain the key issues of the promotional mix
- Describe the design of channel distribution
- Demonstrate the pricing of goods and services
- Create a strategic marketing plan

FEATURED RESOURCES

- 16 chapters
- 16 assignments
- 16 auto-graded quizzes
- 32 lecture slide sets
- 7 Expert Sessions
- Plus, over 100 additional resources
- Bundles with "Modern Marketing Principles & Video Case Studies"

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99
Video Case Studies – \$59.99

~~\$199.97~~ **\$149.99**
YOU SAVE \$49.98

"Modern Marketing Principles' allows students to participate in 'real-world' marketing experiences where they use creative thinking to solve problems. Thanks for another great product, Stukent!"

Paula W. | North Central State College

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

EFFECTIVE, HANDS-ON MARKETING EXPERIENCE



SIMULATION

MIMIC MARKETING PRINCIPLES

Mimic Marketing Principles gives students the opportunity to launch a new product for a fictitious company, Buhi Supply Co., where they will set pricing, make data-driven decisions, create promotions, manage ad spend, work with distributors, and more. This simulation gives students the experience they need to compete in tomorrow's dynamic marketing environment.

STUDENT LEARNING OBJECTIVES

- Perform primary and secondary market research
- Analyze budgets and objectives
- Develop positioning statements
- Select products and set pricing
- Create an advertising mix and promotional plan
- Set up distribution channels
- Analyze sales data to optimize pricing

KEY FEATURES

- 7 interactive rounds
- LMS integration
- Pairs with the "Modern Marketing Principles" courseware
- Customizable setup and dashboard for educators
- Engages students in real-world scenarios with robust data
- Auto-graded assignments offer students individualized feedback
- Includes briefings from a fictitious supervisor

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99
Video Case Studies – \$59.99

~~\$199.97~~ **\$149.99**

YOU SAVE \$49.98

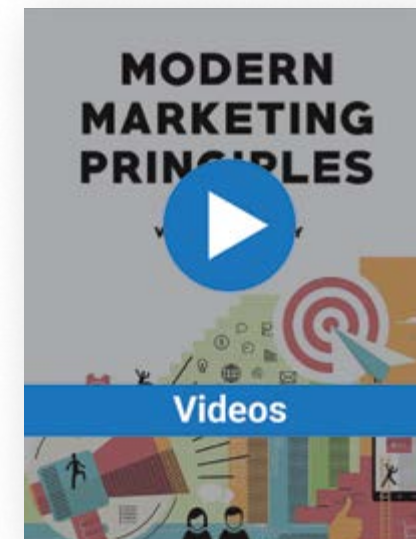


"I love that I was given the opportunity to put my knowledge into practice and challenge myself. It was an awesome experience to be able to analyze a new target market and launch a product."

Dayana C. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

REAL-WORLD CASES, REAL STUDENT ENGAGEMENT



VIDEO CASE STUDIES

MODERN MARKETING PRINCIPLES

The "Modern Marketing Principles" Video Case Studies jump-start classroom discussions, reinforce core marketing principles, and encourage students to think critically. Each short, engaging video asks students to solve marketing challenges for actual businesses, giving them on-the-job insights and perspectives.

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS



BUNDLE & SAVE!

~~\$199.97~~ **\$149.99**

YOU SAVE \$49.98

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99
Video Case Studies – \$59.99

ROBUST SOCIAL MEDIA THEORY



COURSEWARE

SOCIAL MEDIA MARKETING

BY ANDREW T. STEPHEN & YAKOV BART

Give your students a robust foundation in social media marketing! "Social Media Marketing: Principles and Strategies" teaches students social media marketing skills such as social media audits, metrics, strategies, and more. With a suite of tools for educators, auto-graded assignments, and comprehensive case studies, this courseware pairs with Mimic Social to give students an impactful social media marketing education.

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS



BUNDLE & SAVE!

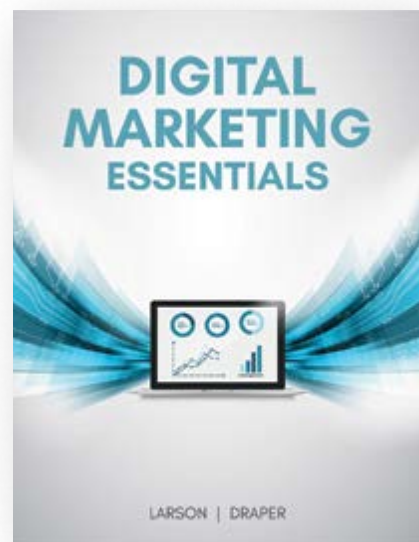
~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99 (Pg. 21)

THE #1 BESTSELLING DIGITAL MARKETING COURSEWARE



COURSEWARE

DIGITAL MARKETING ESSENTIALS

BY JEFF LARSON & STUART DRAPER

"Digital Marketing Essentials" combines the fundamentals of digital marketing with its applications in various business environments. This bestselling courseware gives educators resources to upgrade their digital marketing courses. Teach skills such as search engine optimization, website analytics, pay-per-click advertising, and social media marketing with ease!

STUDENT LEARNING OBJECTIVES

- Web design
- Web analytics
- Search engine optimization
- Search engine marketing
- Online advertising
- Email marketing
- Social media
- Reputation management
- Mobile marketing
- Digital strategy

FEATURED RESOURCES

- 13 chapters
- 13 chapter presentations
- 5 assignments
- 13 auto-graded quizzes
- 2 student projects
- 4 case studies
- 13 lesson plans
- 25 Expert Sessions
- Sample syllabus, course outline, and calendar
- Industry-vetted certification exam
- Plus, over 100 additional resources

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99
Video Lectures – \$59.99

~~\$199.97~~ **\$149.99**

YOU SAVE \$49.98

"The best practice-based digital marketing textbook on the market."

David M. | University of Delaware

COURSEWARE
TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

VIDEO LECTURES
TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TURN STUDENTS INTO PAID AD MASTERS



SIMULATION

MIMIC PRO

In Mimic Pro, your students play the role of a digital marketing intern at Buhi Supply Co., where they will master digital marketing and manage over \$125,000 in ad budget. The Mimic Pro simulation turns students into competent digital marketers and adds critical skills to their résumés. Students practice building ads, analyzing KPIs, researching keywords, optimizing landing pages, targeting key audiences, and more.

STUDENT LEARNING OBJECTIVES

- Strategic keyword research
- Audience targeting and segmentation
- Conversion design principles
- Marketing campaign analysis
- Compelling ad copy creation
- Budget management
- Experience with search, shopping, and display ads

KEY FEATURES

- 10 robust rounds
- Over \$125,000 in ad budget to manage
- Creation and optimization of search, display, and shopping ad campaigns
- Imitation of real-world ad building tools
- LMS integration
- Auto-grading to save preparation time
- Engaging knowledge-checking interactions
- Individualized feedback every round
- Unique metrics for each campaign

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99
Video Lectures – \$59.99

~~\$199.97~~ **\$149.99**

YOU SAVE \$49.98

"I've had multiple students contact me post-graduation, saying that the Mimic simulation was a key factor in getting a job. It gave them a conversation that few other students could have."

Gregory H. | Loyola University Maryland

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

DIGITAL MARKETING CERTIFICATION

Stukent's Digital Marketing Certification is an 80-question, industry-vetted evaluation approved by experts from Google, HubSpot, and others. This certification is **FREE** with every purchase of the "Digital Marketing Essentials" courseware.



CERTIFICATION FEATURES

- Students must score 80% or higher to pass
- Instructors can allow students to retake the exam after seven days
- Certificates auto-populate in students' accounts
- Certificates are good for two years

PREPARE STUDENTS FOR A MOBILE WORLD



COURSEWARE

MOBILE MARKETING ESSENTIALS

BY BECKER, BERNEY, HANLEY, MCCABE, & SCHIELE

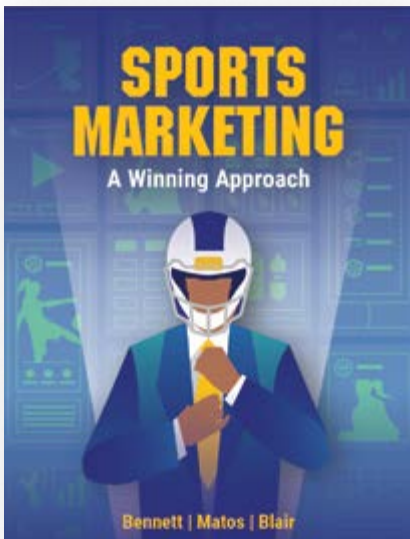
"Mobile Marketing Essentials" guides students through the rich, vibrant ecosystem of mobile marketing. With over 29 case studies, this courseware provides real-world perspectives on critical aspects of mobile marketing, such as leveraging mobile apps, engaging customers, creating effective advertising, and more. Packed with resources, this courseware sets students apart in the job market.

COURSEWARE PRICING – \$79.99

"One of the best textbooks in the field for the subject."
Steve Schaefer, MBA | National University

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

STRATEGIES FOR MAJOR-LEAGUE MARKETING



COURSEWARE

SPORTS MARKETING

NEW IN 2022

BY DELANCY BENNETT, GERALDO MATOS, & JAMES BLAIR

Take to the field with "Sports Marketing: A Winning Approach"! This dynamic courseware gives students an in-depth look at how to market brands within the sports landscape, including research, endorsements, marketing sports products, and so much more. With relevant resources, lesson plans, and auto-graded assignments and quizzes, this all-new courseware makes it easy to prepare students for the competitive world of sports marketing.

HANDS-ON MARKETING TRAINING THAT MAKES THE CUT



SIMULATION

MIMIC SPORTS MARKETING

NEW IN 2022

In Mimic Sports Marketing, students will step into the role of a marketing manager for Ares, a fictitious shoe manufacturing company. In 11 true-to-life rounds, students will work on a campaign to revitalize a struggling product, select athletes for endorsements, analyze market research, create buyer personas, and more. Prepare students to stay ahead of the game with Mimic Sports Marketing!



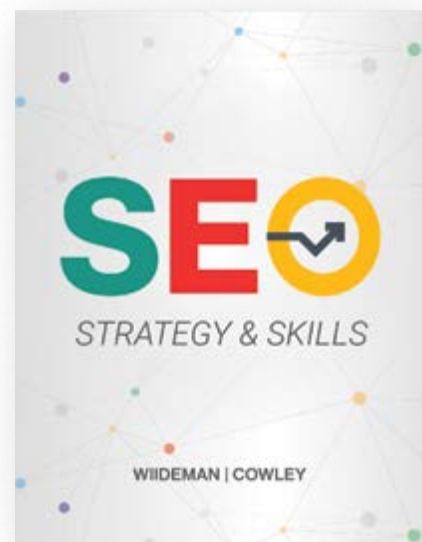
BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**
YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

SET STUDENTS UP FOR SEO SUCCESS



COURSEWARE SEO: STRATEGY & SKILLS

BY STEVE WIIDEMAN & SCOTT COWLEY

SEO is the backbone of digital marketing, which is why students need a comprehensive understanding of how it works. "SEO: Strategy & Skills" bridges the gap between the classroom and the job market, helping students learn on-page and off-page SEO, keyword research, link building, and other critical skills. With more than 100 resources, this courseware prepares students to enter the digital marketing industry with confidence.

STUDENT LEARNING OBJECTIVES

- SEO best practices
- KPIs
- Search engines
- Keyword research
- Content optimization
- On-page and off-page SEO
- Link building
- User experience (UX)
- Site structure and keyword mapping
- Local and YouTube SEO

FEATURED RESOURCES

- 15 chapters
- 15 chapter presentations
- 15 assignments
- 15 lesson plans
- 15 auto-graded quizzes
- 15 quiz-review slides
- 15 lecture slide sets
- 2 student projects
- Sample syllabus, course outline, and calendar
- Cumulative glossary for student reference

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

OPTIMIZE STUDENTS' SEO SKILLS



SIMULATION MIMIC SEO

Tackle the biggest hurdle in teaching SEO: *time*. With Mimic SEO, students will see the results from their work in five minutes rather than five months. In this simulation, students take on the role of an SEO specialist at Buhi Supply Co., where they optimize on-site and off-site SEO, complete site audits, perform keyword research, analyze SEO strategy, and interpret key metrics.

STUDENT LEARNING OBJECTIVES

- Complete an SEO site audit
- Perform keyword research
- Update metadata
- Optimize landing pages
- Apply on-site and off-site SEO best practices
- Practice building backlinks to increase site authority
- Manage SEO efforts with fluctuating budgets
- Evaluate organic traffic data, ranked keywords, and backlinks

KEY FEATURES

- 9 real-world rounds
- LMS integration
- Over two years of SEO results in one semester
- Auto-grading to save preparation time
- 15 off-site strategies to evaluate
- Fluctuating budgets to allocate
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“The simulation provides great real-world experience in running ad campaigns and optimizing them for SEO. I am looking forward to continuing work with the simulation throughout this class!”

Brad D. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TEACH EFFECTIVE EMAIL MARKETING TACTICS



COURSEWARE
EMAIL MARKETING

BY JOHN FOGLI & SUREN DIAS

Over 300 billion emails are sent every day, so it’s no surprise that email marketing has one of the highest returns on investment for any form of marketing. In “Email Marketing: Simplified Strategies,” students will learn critical email skills and best practices, including generating leads, designing effective email messages, using third-party software, and more.

EMAIL MARKETING EXPERIENCE FOR THE CLASSROOM



SIMULATION
MIMIC EMAIL MARKETING

In Mimic Email Marketing, students take on the role of an email marketing strategist at Buhi Supply Co., a fictitious bag company. Over eight unique rounds, they will create, automate, and optimize email sequences for products in Buhi’s American Dream line. The skills students learn in this simulation will elevate their résumés and prepare them to be dynamic, effective marketers in their future careers.

STUDENT LEARNING OBJECTIVES

- Identify the types and uses of email messages
- Analyze processes associated with lead generation
- Discuss real-world applications of email
- Analyze third-party email marketing tools
- Describe email spam and its legal regulations
- Evaluate best practices associated with email automation
- Compare email metrics
- Evaluate the challenges of social media and how it synchronizes with email marketing campaigns

FEATURED RESOURCES

- 10 chapters
- 10 assignments and projects
- 10 lesson plans
- 10 auto-graded quizzes

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“Often, email marketing is seen as antiquated compared to other digital marketing options. Today, we are seeing a resurgence of email marketing in digital marketing programs, and that is why I am excited about our new courseware, ‘Email Marketing: Simplified Strategies.’”

John Fogli | Author

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

STUDENT LEARNING OBJECTIVES

- Choose, schedule, and organize messages
- Select triggers to initiate email marketing sequences
- Set if/then branches
- Optimize email marketing sequences based on key metrics
- Respond to email marketing-related questions

KEY FEATURES

- 8 rounds
- 4 unique campaigns
- 24 knowledge-checking interactions
- LMS integration
- Auto-grading to save preparation time
- Metrics provided for analysis
- Individualized feedback every round
- Can be paired with Mimic Pro

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

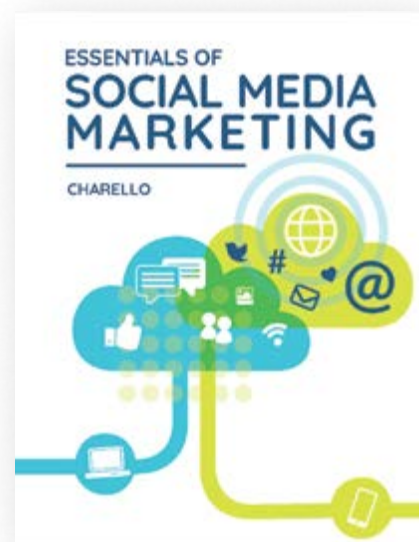
YOU SAVE \$19.99

“Creating email campaigns was fun! I liked getting the results from each round and seeing how well I did.”

West O. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

CUTTING-EDGE SOCIAL MEDIA MARKETING CONCEPTS



COURSEWARE

ESSENTIALS OF SOCIAL MEDIA MARKETING

BY MICHELLE CHARELLO

Teach social media skills with ease! The “Essentials of Social Media Marketing” courseware helps students master platform-specific social media marketing, develop social media skills, create an employee advocacy program, and practice personal branding. With robust tools for educators and engaging assignments, this courseware creates a seamless experience for students going into the social media industry.

STUDENT LEARNING OBJECTIVES

- Develop a personal brand
- Social media marketing strategies
- Facebook
- Instagram
- Twitter
- TikTok
- Snapchat
- YouTube
- Pinterest
- Blogs, vlogs, and podcasts
- Influencer marketing
- Social media policies

FEATURED RESOURCES

- 18 chapters
- 46 assignments
- 3 case studies
- 18 auto-graded quizzes
- 18 lesson plans
- 34 videos from experts
- Plus, over 100 additional resources

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“The ‘Essentials of Social Media Marketing’ [courseware] is the right mix of need-to-know fundamentals and on-the-cusp trends.”

Ronnie C.

Northeast Wisconsin Technical College

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

THE WORLD’S FIRST SOCIAL MEDIA MARKETING SIMULATION



SIMULATION

MIMIC SOCIAL

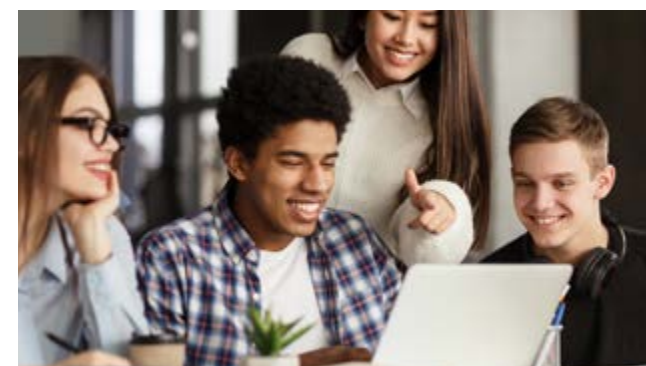
Pack two years of social media marketing experience into one semester with “Mimic Social.” This simulation imitates real-life ad platforms, giving students an impactful, hands-on experience they can use in their future careers. Students manage ad budgets, create organic and promoted content, measure key performance indicators, perform demographic testing, and so much more.

STUDENT LEARNING OBJECTIVES

- Write targeted social media ads
- Perform demographic targeting
- Utilize promotional strategies
- Measure KPIs
- Manage budgets
- Schedule content

KEY FEATURES

- 12 rounds
- Create and promote organic and paid social posts
- Utilize influencer marketing
- LMS integration
- Auto-grading to save preparation time
- Tens of thousands of dollars in ad budget to manage
- Knowledge-checking interactions



SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“Students found themselves facing the same decisions that they would face in the real world in terms of channel selection, persona targeting, budget constraints, timing, and product targeting.”

Robert S. | San José State University

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

ANALYTICS CONCEPTS THAT GET STUDENTS HIRED



COURSEWARE MARKETING ANALYTICS

BY BRENNAN DAVIS

Teach students to take on big data! "Marketing Analytics" covers the fundamentals of working with raw data, including data technologies, web analytics, A/B testing, segmentation, artificial intelligence, and data visualization, while giving educators tools to teach using Excel, R, or Python. This courseware helps students gain valuable insights and develop marketable analytics skills.

STUDENT LEARNING OBJECTIVES

- Demonstrate data collection, analysis, and visualization
- Explain marketing analytics terminology and tools
- Understand data technologies and management systems
- Practice programming tools and Structured Query Language (SQL)
- Engage in social listening and content analysis
- Understand artificial intelligence, machine learning, and deep learning

FEATURED RESOURCES

- 15 chapters
- 13 activities
- 15 data sets
- 15 auto-graded quizzes
- 15 lesson plans
- 15 lecture slide sets
- 12 video tutorials
- 3 Expert Sessions
- Syllabus and course outline

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"This textbook was an amazing resource for marketing analytics. The book was clear, concise, and easy to understand. Would definitely recommend to all marketing students."

Joseph E. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

A RÉSUMÉ-WORTHY ANALYTICS EXPERIENCE WITH BIG DATA



SIMULATION MIMIC ANALYTICS

Mimic Analytics trains students to transform, integrate, and analyze data. This simulation gives students access to large data sets, allowing them to use the latest analytics tools, run cluster analyses, implement A/B testing, allocate campaign budgets, and more. It's an engaging, hands-on way to boost student résumés and prepare them for the workforce.

STUDENT LEARNING OBJECTIVES

- Transform big data for strategic insights
- Implement A/B testing for a website
- Manage multiple \$10,000 weekly marketing budgets
- Conduct cluster analyses

KEY FEATURES

- 9 rounds
- LMS integration
- Auto-grading to save preparation time
- Gives students access to big data sets
- Knowledge-checking interactions
- Individualized feedback every round
- Works with Excel, R, or Python
- Weekly briefings to guide student performance



SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"Fifty of my undergraduate marketing analytics students participated in Mimic Analytics. The reviews were very positive! ... It was a very useful simulation which we plan to use in both the undergraduate and MBA programs."

Marshall T. | Chapman University

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

DATA-DRIVEN DECISION-MAKING



COURSEWARE

DIGITAL MARKETING ANALYTICS

BY NATHAN DAVID

Take students' analytics knowledge in a whole new direction with "Digital Marketing Analytics: Strategic Decision-making." This innovative courseware gives students experiences with every major analytics tool in the industry, including Google Analytics, Data Studio, Semrush, and more. Students will optimize and connect results across search, social media, display, and video channels, preparing them to add value to any company from day one.

STUDENT LEARNING OBJECTIVES

- Learn how consumer data affects marketing
- Strategize to enhance analytics maturity
- Understand business measurement models
- Apply data-driven decision-making
- Provide performance insights
- Owned, paid, and earned media analytics
- Website analytics
- Social media analytics
- Email analytics
- Mobile app analytics
- Interpret competitor analytics

FEATURED RESOURCES

- 15 chapters
- 15 data sets
- 15 lesson plans
- 15 auto-graded quizzes
- 15 lecture slide sets
- 12 video tutorials
- 13 Expert Sessions
- Syllabus and course outline

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"To be a leading advertiser in this new age of digital marketing, you must invest in measuring the successes and failures of your marketing efforts. This [courseware] breaks down marketing analytics fundamentals with a pragmatic approach to solving real-world problems."

David C. | Google

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

A STATE-OF-THE-ART ANALYTICS SIMULATION



SIMULATION

MIMIC DIGITAL MARKETING ANALYTICS

Teach students to make data-driven digital marketing decisions with Mimic Digital Marketing Analytics. This simulation asks students to make critical digital marketing decisions and practice A/B testing, campaign prioritization, optimization, metrics measurement, and budget allocation. With relevant scenarios and robust data, Mimic Digital Marketing Analytics will prepare students to compete in the job market.

STUDENT LEARNING OBJECTIVES

- Effectively allocate budgets to maximize profits
- Calculate and use KPIs, including ROI
- Use web analytics to optimize campaign performance
- Perform A/B testing
- Interpret vanity metrics, impressions, and clicks
- Utilize digital tools and tactics

KEY FEATURES

- 10 rounds
- LMS integration
- Auto-grading to save preparation time
- Knowledge-checking interactions
- Individualized feedback every round
- Gives students real-world skills for their résumés

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

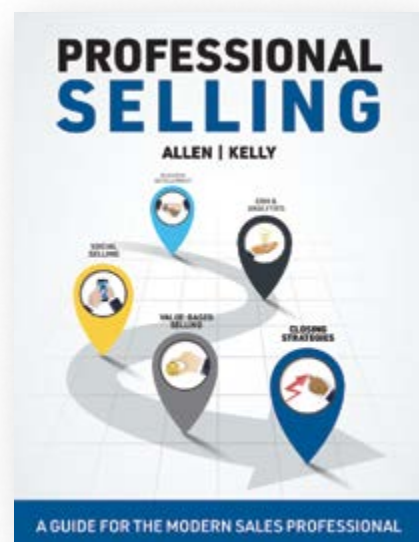
YOU SAVE \$19.99

"The best thing about the simulation is being able to try things ... and make mistakes now before I do it in real life with real money."

Juan C. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

SALES TECHNIQUES THAT CLOSE THE DEAL



COURSEWARE

PROFESSIONAL SELLING

BY B.J. ALLEN & DONALD KELLY

An entire professional selling training program packed into one powerful courseware! "Professional Selling: A Guide for the Modern Sales Professional" includes important selling skills such as prospecting, resolving customer concerns, giving product demonstrations, social selling, CRM, and more. With lesson plans, lecture slide decks, and application-based role-playing, educators can prepare their students for selling success.

STUDENT LEARNING OBJECTIVES

- Strategically manage customers
- Negotiate effectively and close deals
- Manage performance through KPIs
- Prospect for new customers using phone, video, email, and social media
- Give product demonstrations
- Create product proposals
- Plan and set goals
- Meet customer needs
- Describe salespeople's day-to-day operations
- Identify possible careers within professional selling

FEATURED RESOURCES

- 13 chapters
- 25 assignments
- 13 auto-graded quizzes
- 13 lesson plans
- 13 lecture slide sets
- 48 Expert Sessions
- Cumulative professional selling project
- Plus, over 100 additional resources

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"Students learn the skills they will use in their first week on the job. ... I especially like the focus on new techniques, such as using social media to sell and the chapter on CRM analytics, which is becoming more important in the selling profession."

Brickton F. | Amazon Account Manager

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

SALES SUCCESS BEYOND THE CLASSROOM



SIMULATION

MIMIC PROFESSIONAL SELLING

Teach students the modern professional selling skills employers demand with Mimic Professional Selling. This simulation allows students to analyze CRM data, develop prospecting scripts, create optimal weekly plans, and practice customer interactions in real-time discovery calls. With interactive, real-world tools, an immersive storyline, and great resources for students and educators, Mimic Professional Selling prepares students for selling success from day one.

STUDENT LEARNING OBJECTIVES

- Analyze CRM data
- Identify selling opportunities
- Improve customer pipeline funnels via trainings
- Create matrices
- Analyze customer profiles
- Identify appropriate value propositions
- Prepare for and conduct discovery calls
- Address customer needs

KEY FEATURES

- 13 rounds
- LMS integration
- Auto-grading to save preparation time
- Pairs with the "Professional Selling" courseware
- Knowledge-checking interactions
- Video recording functionality
- Individualized feedback every round
- Self and peer evaluations
- Scalable for all class sizes

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

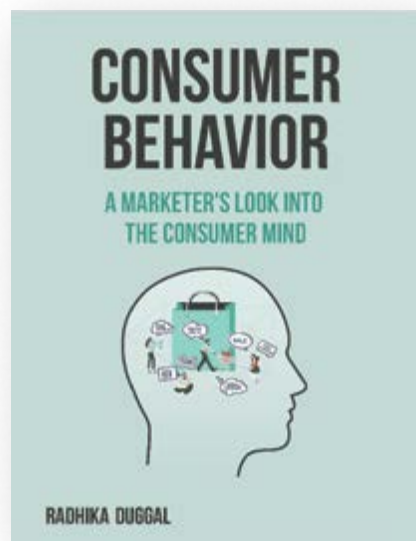
YOU SAVE \$19.99

"Simulations in the classroom are the way to go! The best activities [in Mimic Professional Selling] were the videos we had to create – it felt very 'real world' and applicable!"

Gabriel E. | Student

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

SCIENTIFIC STRATEGIES FOR COMPELLING COMMUNICATIONS



COURSEWARE CONSUMER BEHAVIOR

BY RADHIKA DUGGAL

Teach students how to win over consumers' hearts and minds! "Consumer Behavior: A Marketer's Look Into the Consumer Mind" merges up-to-date foundational theory with real-world experience and skills, giving students insights into consumer psychology. With over 130 resources for educators and students, this courseware prepares today's marketing students to capture tomorrow's market share.

STUDENT LEARNING OBJECTIVES

- Utilize psychology to develop marketing strategies
- Explore the stages of the decision-making model
- Influence consumer purchasing decisions
- Conduct focus groups
- Retool the marketing of an existing product
- Develop a personality-trait quiz
- Identify market segments
- Build buyer personas
- Learn relevant psychological and sociological theories
- Identify how psychology impacts marketing strategies

FEATURED RESOURCES

- 15 chapters
- 15 assignments
- 4 projects
- 15 auto-graded quizzes
- 43 video resources
- 4 Video Case Studies
- 2 Expert Sessions
- Customizable syllabus

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



"The material is engaging and easy to read, so my students don't get bored. The exercises from each chapter helped to reinforce the information."

Erika G. | Gulf Coast State College

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

Find all Stukent products at stukent.com/higher-ed/

TRAIN STUDENTS TO TARGET THE RIGHT AUDIENCES



SIMULATION MIMIC CONSUMER BEHAVIOR

Understanding consumer behavior is the cornerstone of good marketing. Through an immersive storyline, Mimic Consumer Behavior teaches students to select market segments, create consumer surveys, analyze focus group responses, build value propositions, purchase qualitative and quantitative research, and more. Give students a solid foundation in consumer behavior with this revolutionary simulation!

STUDENT LEARNING OBJECTIVES

- Select market segments
- Purchase qualitative and quantitative research
- Create consumer surveys
- Analyze focus group and survey results
- Build customer profiles
- Articulate value propositions and positioning statements
- Select social media marketing channels and strategies
- Adjust ad spending and messaging following market disruptions
- Select stylistic elements to craft a campaign guide

KEY FEATURES

- 7 simulation rounds
- LMS integration
- Auto-grading to save preparation time
- Pairs with the "Consumer Behavior" courseware
- Custom-designed scenarios
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



"Students love it! It's a challenging start to the sim for many students, but they all love it by the end and see the value in it!"

Murray M. | Red River College

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

Find all Stukent products at stukent.com/higher-ed/

A FIVE-STAR SERVICES MARKETING CURRICULUM



COURSEWARE

SERVICES & EXPERIENCE MARKETING

BY JERRY RACKLEY & MARIBETH KUZMESKI

Show students how to deliver first-class service with “Services & Experience Marketing.” In this courseware, students will learn how to manage customer expectations, explore the Gaps Model, discover service design processes, and more. With great resources for educators and students, this courseware emphasizes the importance of the customer experience and teaches students how to deliver excellence.

STUDENT LEARNING OBJECTIVES

- Understand the roles of services and experiences
- Distinguish between products and services
- Learn the Gaps Model of Service Quality
- Understand and manage customer expectations
- Establish the relationship between experiences, culture, and customer loyalty
- Demonstrate customer-based standards for services
- Explore the importance of the service environment
- Understand how employees function as service agents
- Assess the impact of service failure

FEATURED RESOURCES

- 16 chapters
- 16 auto-graded quizzes
- 14 quiz banks
- 16 lecture slide sets
- 16 lesson plans
- Cumulative project
- Sample syllabus

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“Services are everywhere – we can’t live without them! Marketers have to understand that marketing products is different from marketing services and requires a different skill set. That’s why Dr. Kuzmeski and I created ‘Services & Experience Marketing,’ to help students understand how to create the best experience possible for the consumer.”

Jerry Rackley | Author

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

FOCUS STUDENTS ON CUSTOMER EXPERIENCES



SIMULATION

MIMIC SERVICES MARKETING

In Mimic Services Marketing, students play the role of a marketing manager at the fictitious company Buhi Supply Co. Over 10 unique rounds, students will analyze consumer research, shape a subscription service, adjust service features to meet customer expectations, and more. With this simulation, educators can prepare students to deliver dazzling services and experiences every time.

STUDENT LEARNING OBJECTIVES

- Analyze consumer research and key metrics
- Set features and recommend standards for a subscription service
- Respond to customer and co-worker messages
- Identify recovery strategies to maintain customer satisfaction
- Allocate budgets to achieve service standards
- Adjust service features to meet customer expectations
- Evaluate and select marketing communications

KEY FEATURES

- 10 interactive rounds
- LMS integration
- Auto-grading to save preparation time
- Scoring rubrics for each round
- Custom-designed scenarios
- Students’ decisions impact the dynamic storyline

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“It’s great to talk about the theory of services marketing, but students need to actualize it, too. In Mimic Services Marketing, students lay out every interaction a consumer will have in advance, giving them sensitivity and awareness of their customers’ needs.”

Dr. Maribeth Kuzmeski | Author

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

TEACH PRACTICAL, POWERFUL MARKET RESEARCH SKILLS



COURSEWARE

MARKET RESEARCH ESSENTIALS

BY STEVEN STROMP

The need for market research professionals grows by the year. With the “Market Research Essentials” courseware, students learn the process of conducting market research from start to finish, including how to define research objectives, develop surveys, use sampling techniques, perform data analysis, and present results. Updated annually, this courseware contains time-saving resources for educators and hands-on assignments for students.

STUDENT LEARNING OBJECTIVES

- Define research objectives
- Conduct primary, secondary, and qualitative research
- Survey development
- Sampling techniques
- Survey distribution
- Descriptive and inferential data analysis
- Communicating results

FEATURED RESOURCES

- 10 chapters
- 24 assignments
- 10 lesson plans
- 10 auto-graded quizzes
- 10 lecture slide sets
- 3 Video Case Studies
- Sample size calculator
- Syllabus and course outline

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

PUT REAL-WORLD RESEARCH SKILLS ON STUDENT RÉSUMÉS



SIMULATION

MIMIC MARKET RESEARCH

Teach students to collect and analyze consumer data with Mimic Market Research. This compelling, real-world simulation puts students in the role of a research analyst at Buhi Supply Co., a fictitious bag company. In over 15 unique rounds, students will analyze focus groups, identify key findings, create surveys, and visualize data. Turn students into market research masters!

STUDENT LEARNING OBJECTIVES

- Analyze research methodologies
- Select findings to guide product development
- Develop effective survey instruments
- Make strategic recommendations from market research
- Develop and distribute surveys
- Build moderator guides for focus groups
- Analyze a focus group recording
- Identify key findings from research
- Calculate sample-size estimates
- Code open-ended survey responses
- Visualize data
- Identify study limitations

KEY FEATURES

- 15 rounds
- LMS integration
- Auto-grading to save preparation time
- Knowledge-checking interactions
- Individualized feedback every round
- Pairs with the “Market Research Essentials” courseware

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

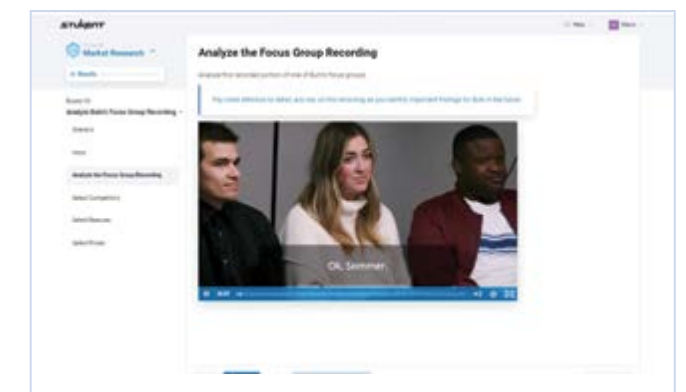
INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

The Marketing All-access Pass

**COMPREHENSIVE
RESOURCES FOR YOU.**

**ALL-INCLUSIVE
ACCESS FOR STUDENTS.**

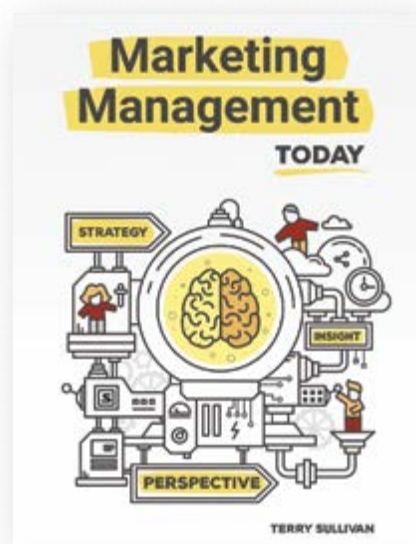
Stay current with all of Stukent's marketing courseware and simulations! Connect with a course consultant and get an all-access pass for your department today.

Discounts available!

Get an all-access pass today!

stukent.com/schedule-a-demo/

TECHNIQUES FOR TOMORROW'S MARKETING LEADERS



COURSEWARE

MARKETING MANAGEMENT TODAY

BY TERRY SULLIVAN

Marketing has many moving parts, but marketers need to manage the process efficiently if they want to see success. "Marketing Management Today" is a comprehensive courseware that shapes students into outstanding marketing managers. With modules on branding, customers, products, communications, and technology, this courseware gives students everything they will need to succeed in marketing management.

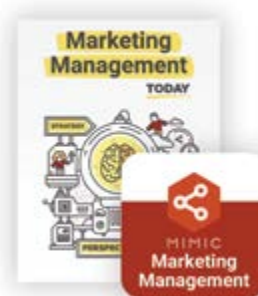
STUDENT LEARNING OBJECTIVES

- Understand marketing from multiple perspectives
- Build brand loyalty
- Recognize the differences between customer types
- Utilize technology in the marketing process
- Apply marketing management principles to real-world situations

FEATURED RESOURCES

- 11 chapters
- 11 assignments
- 11 auto-graded quizzes
- 4 projects
- 11 lecture slide sets
- 11 lesson plans
- 6 chapter introduction videos
- 5 company spotlight videos
- 11 Expert Sessions
- Syllabus and course schedule

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"As a college professor and program coordinator, I find [Stukent's courseware] and [simulations] up to date and engaging, offering real value for students!"

Jennifer R. | Canadore College

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

PLAN, EXECUTE, AND MANAGE MARKETING FUNCTIONS



SIMULATION

MIMIC MARKETING MANAGEMENT

Mimic Marketing Management gives students the opportunity to step into the role of a marketing manager at Buhi Supply Co., a fictitious bag company. In this simulation, students will reposition a brand, analyze customer reviews, calculate customer lifetime value, design products, and much more. With an engaging storyline and resources for students and educators, Mimic Marketing Management prepares students for marketing success.

STUDENT LEARNING OBJECTIVES

- Create positioning statements and value propositions
- Adjust a marketing mix based on data reviews
- Calculate CLV and CAC
- Analyze revenue and competitor data
- Evaluate and choose big ideas and creative assets
- Allocate a high-level marketing budget
- Design products based on reviews and research
- Craft messaging during a crisis

KEY FEATURES

- 8 simulation rounds
- LMS integration
- Auto-grading to save preparation time
- Scoring rubrics for each round
- Custom-designed scenarios
- Knowledge-checking interactions
- Individualized feedback every round
- Content updated annually

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"I loved how it was closer to real-life marketing and not just learning principles out of a textbook!"

Nate B. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

MULTIPLE CHANNELS, ONE COHESIVE MESSAGE



COURSEWARE

INTEGRATED MARKETING COMMUNICATIONS

BY DIANE LAW

Teach students to combine diverse marketing methods into a single campaign with *“Integrated Marketing Communications: Building the Brand.”* This courseware gives students the pieces of a unified communications strategy – including market segmentation, creative briefs, and utilizing various channels – to show them how to use those pieces to build a complete, cohesive message that resonates with audiences.

STUDENT LEARNING OBJECTIVES

- Understand the importance of integrated marketing communications (IMC)
- Exhibit an in-depth understanding of IMC functions
- Describe how to execute an effective IMC campaign
- Set SMART objectives
- Craft an effective positioning statement
- Perform a situational analysis
- Propose appropriate IMC tactics and strategies for a product or service
- Create an IMC campaign that includes traditional and digital marketing tactics
- Evaluate the effectiveness of an IMC program

FEATURED RESOURCES

- 13 chapters
- 13 assignments
- 13 auto-graded quizzes
- 26 lecture slide decks
- 13 lesson plans
- Cumulative glossary for student reference

- Sample syllabus, course outline, and calendar
- Plus, over 100 additional resources

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“This [courseware] teaches you how all the pieces of the [IMC] puzzle work together.”

Diane Law | Author

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TEACH STUDENTS TO INTEGRATE AND COMMUNICATE



SIMULATION

MIMIC IMC

Bring hands-on learning into the classroom with Mimic IMC! Over eight robust rounds, students will analyze customer demographics, psychographics, and geographics; craft positioning statements; select appropriate marketing channels; allocate budgets; analyze campaign results; and more. Packed with resources, this simulation prepares students to build cohesive, consistent, and insightful integrated marketing communications campaigns.

STUDENT LEARNING OBJECTIVES

- Analyze target market demographics
- Allocate \$500,000 in ad budget per round
- Select where in the marketing funnel to target audiences
- Compose targeted positioning statements and brand promises
- Select product descriptions that appeal to target markets
- Allocate campaign budgets to marketing communication mixes
- Select the appropriate channels to reach target audiences
- Analyze metrics to determine the best campaign strategies
- Answer questions from simulated colleagues and customers

KEY FEATURES

- 8 rounds
- LMS integration
- Auto-grading to save preparation time
- Knowledge-checking interactions
- Individualized feedback every round
- Students run multiple campaigns with various strategies

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“We’re teaching students how to [build IMC campaigns] so that when they walk out the door, they have the skills they need to thrive. They can start doing their job and show their boss ‘I can do this!’ and add value to their organization.”

Diane Law | Author

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

CONTENT STRATEGIES THAT CONNECT WITH AUDIENCES



COURSEWARE

CONTENT MARKETING STRATEGIES

BY NICK MATTAR

With “Content Marketing Strategies: Planning, Creating, and Distributing Content,” students learn how to build content marketing campaigns. From blogging to video content, events, downloads, and more, this courseware gives students a solid foundation in current content marketing principles. Prepare students for careers in communications, PR, and social media with ease!

STUDENT LEARNING OBJECTIVES

- Develop content that appeals to target audiences
- Create content strategies to meet digital marketing goals
- Promote and update content based on a data-driven approach
- Blogging
- Video content
- Podcasts
- Infographics
- Social media
- Search engine optimization
- Events, downloads, and more

FEATURED RESOURCES

- 16 chapters
- 16 assignments
- 16 auto-graded quizzes
- 16 lesson plans
- 16 review slides

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“Content marketing principles apply far beyond content creation. Students who use this courseware will be ready for a role in communications, PR, social media, or almost any other digital marketing position.”

Nick Mattar | Author

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

Find all Stukent products at stukent.com/higher-ed/

SET YOUR STUDENTS APART IN THE JOB MARKET



SIMULATION

MIMIC CONTENT MARKETING

In Mimic Content Marketing, students play the role of a content marketing manager at Buhi Supply Co., where they make strategic content marketing decisions for the company and carry out content creation projects in each round. This simulation makes it easy to teach students how to generate leads, improve organic search traffic, increase brand awareness, and create loyal customers.

STUDENT LEARNING OBJECTIVES

- Distinguish target market personas
- Plan content based on target markets
- Create blogs, podcasts, and videos
- Research and identify the best keywords for SEO
- Allocate a content budget
- Analyze metrics to determine strategies
- Apply best practices for content execution and creation
- Evaluate peer work and articulate feedback

KEY FEATURES

- 10 real-world rounds
- LMS integration
- Auto-grading to save preparation time
- Engaging knowledge-checking interactions
- Individualized feedback each round
- Pairs with the “Content Marketing Strategies” courseware

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“This simulation has brought the connection to in-class and hands-on learning to my fingertips. ... The simulations make you feel like you are actually running a marketing campaign with real products.”

Jeffery P. | Student

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

Find all Stukent products at stukent.com/higher-ed/

BUSINESS

BUILT FOR THE BUSINESS OF LEARNING

Get down to business with Stukent! Our courseware and simulations keep your classroom current with the industry's best practices and trends, saving you hours of preparation. From annually updated resources to auto-graded assignments, Stukent's materials make it easy to teach an impactful, engaging course.

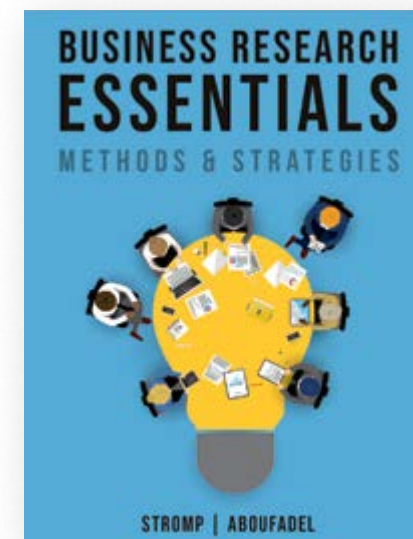
To give students a robust foundation in business basics, implement "Introduction to Business" into your curriculum. This courseware and its complementary Mimic simulation acquaint students with various business disciplines, including supply chain management, marketing, finance, and human resources. With up-to-date pedagogy and strategies for long-term student success, this courseware elevates introductory business courses, no matter their size.

Or, help students build the skills to start their own businesses with "Entrepreneurship: How to Start, Grow, and Scale a Business." This courseware and its accompanying simulation, Mimic Entrepreneurship, gives students the hands-on experience they need to begin their entrepreneurial journeys. You can also train students to use the latest analytics tools with the "Business Research Essentials" courseware, or teach them to apply that data to decision-making with "Business Analytics."

With Stukent's revolutionary simulations and courseware, your classroom is anything but business as usual.



THE GUIDE FOR FUTURE BUSINESS LEADERS



COURSEWARE BUSINESS RESEARCH ESSENTIALS

BY STEVEN STROMP & KATHY ABOUFADEL

"Business Research Essentials" is the perfect match for business and management research classes! This robust courseware is suitable for undergraduate and MBA-level research courses, teaching students proper methodologies to identify, collect, analyze, and apply data. With sections on business intelligence, primary and survey research, and internal process perspectives, students will be prepared to make sound, data-driven decisions in the future.

STUDENT LEARNING OBJECTIVES

- Define the foundations of business research
- Map projects to balanced scorecard perspectives
- Conduct primary and survey research
- Analyze and visualize data
- Identify varying business perspectives
- Business intelligence

FEATURED RESOURCES

- 12 chapters
- 24 assignments
- 12 auto-graded quizzes
- 12 quiz-review slide presentations
- 12 lecture slide sets
- 12 lesson plans
- A comprehensive project
- Syllabus and course outline

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99 (Pg. 33)

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

HELP STUDENTS THRIVE IN BUSINESS



COURSEWARE

INTRODUCTION TO BUSINESS

BY LAURA MUNOZ & RICH MILLER

"Introduction to Business: Best Practices & Emerging Trends" covers the essential business functions, including management, marketing, sales, supply chain, finance, and human resources. This comprehensive courseware serves as a launchpad for students exploring career options in business and includes the skills, techniques, and strategies they need to thrive.

STUDENT LEARNING OBJECTIVES

- Describe established and modern business models
- Redefine success and failure
- Develop resilience
- Demonstrate communication skills
- Interpret the value of people
- Define operations management and its roles
- Identify the components of a supply chain
- Articulate value propositions
- Define the elements of a marketing strategy
- Assess the impact of content and digital platforms
- Define accounting and its benefits
- Differentiate between debt and equity financing
- Describe different styles of leadership and decision-making

"'Introduction to Business' covers the whole gamut of things students will need to know for success."

Rich Miller | Author

FEATURED RESOURCES

- 12 chapters
- 6 case studies
- 12 auto-graded quizzes
- 126 essay questions
- 12 lesson plans
- 24 lecture slide sets
- 10 Expert Sessions
- Plus, over 100 additional resources

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

HANDS-ON BUSINESS BASICS



SIMULATION

MIMIC INTRO TO BUSINESS

Mimic Intro to Business gives students experience with core business principles. In this innovative 16-round simulation, students will work in a rotational program at a fictitious bag company, Buhi Supply Co., where they will take on tasks in the human resources, supply chain, sales, marketing, and finance departments. With hands-on learning, Mimic Intro to Business helps students master the fundamentals of business and prepares them to succeed in their future careers!

STUDENT LEARNING OBJECTIVES

- Forecast operating income
- Attract top talent
- Build a strong supply chain
- Choose retailers to maximize profit
- Select ideal investments and promotions
- Articulate value propositions
- Create effective marketing strategies
- Allocate ad spend
- Select employee benefits
- Address buyer objections
- Evaluate elevator pitches

KEY FEATURES

- 16 rounds
- LMS integration
- Auto-grading to save preparation time
- Knowledge-checking interactions
- Students utilize business strategies to reduce costs and increase revenue
- Valuable experience in human resources, finance, supply chain, and marketing

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"We want [students] to be able to learn best business practices today and ... provide opportunities for them to go beyond theory."

Laura Munoz | Author

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TESTED ENTREPRENEURSHIP STRATEGIES THAT WORK



COURSEWARE NEW IN 2022

ENTREPRENEURSHIP

BY JEN RILEY & STUART DRAPER

Entrepreneurship is an exciting journey! Arm students for success with “Entrepreneurship: How to Start, Grow, and Scale a Business.” By approaching the entrepreneur’s journey from three unique angles, students will learn how to develop a proper mindset, make the right startup decisions, market a brand, manage and scale their businesses, and analyze their successes. With resources for students and educators, this courseware is a powerful tool to prepare students for the rigors of running their own businesses.

STUDENT LEARNING OBJECTIVES*

- Develop an entrepreneurial mindset
- Explore how emotional intelligence impacts entrepreneurs
- Apply different models to build a business
- Understand primary and secondary target markets
- Explore how market research impacts business decisions
- Identify essential components of a brand
- Articulate a brand story and unique value propositions
- Manage business finances
- Apply billing and funding in a business venture
- Identify how to expand service or product offerings

**Courseware content subject to change*

FEATURED RESOURCES

- 10 chapters
- 10 assignments
- 10 auto-graded quizzes
- 10 lesson plans
- 20 lecture slide sets
- “Creating Your Business” class project
- Expert Sessions
- Cumulative glossary for student reference
- Sample syllabus, course outline, and calendar

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TURN STUDENTS INTO EFFECTIVE ENTREPRENEURS



SIMULATION NEW IN 2022

MIMIC ENTREPRENEURSHIP

Give students hands-on entrepreneurial experience without putting their financial futures on the line. With Mimic Entrepreneurship, students play the role of an entrepreneur starting a new backpack company, Buhi Supply Co. Over the course of 10 engaging rounds, students will research products, manage budgets, perform market research, secure investment funds, hire employees, and so much more. Help students get ahead in business tomorrow by getting them started in entrepreneurship today!

STUDENT LEARNING OBJECTIVES*

- Apply tactics for self-reflection that support entrepreneurial behaviors
- Perform market research
- Create a target persona and value proposition based on research analysis
- Order sample products and test their performance in the market
- Manage a budget that includes living expenses, placing product orders, ad spending, and hiring employees
- Manage inventory based on sales performance and budget restraints
- Secure investment funds
- Peer review investment pitches
- Negotiate with brick-and-mortar stores to carry inventory
- Hire employees and designate their roles

**Simulation content subject to change*

FEATURED RESOURCES

- 10 rounds
- LMS integration
- Pairs with the “Entrepreneurship” courseware
- Auto-grading to save preparation time
- Impactful, real-world projects and activities
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

INDUSTRY-APPROVED BUSINESS ANALYTICS CURRICULUM



COURSEWARE BUSINESS ANALYTICS

BY BRENNAN DAVIS

Businesses need skilled employees who can synthesize data and generate sales. "Business Analytics: Data Analysis and Storytelling for Business" teaches students to make insightful decisions based on reliable data. With over 150 resources, this unique courseware is designed to help students develop the skills they need to compete in a dynamic, fast-paced field.

STUDENT LEARNING OBJECTIVES

- Demonstrate business data collection, analysis, and visualization
- Understand data technologies and management systems
- Practice programming tools and Structured Query Language (SQL)
- Engage in social listening and content analysis
- Understand machine learning, deep learning, and artificial intelligence
- Run field experiments in digital environments, including A/B testing
- Interpret the results of predictive models

FEATURED RESOURCES

- 14 chapters
- 20 data sets
- 14 auto-graded quizzes
- 100 exercises
- 14 lecture slide sets
- 14 lesson plans
- 4 Expert Sessions
- Syllabus and course outline

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99 (Pg. 23)

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

"Dr. Davis' textbook highlights key data visualization and analytics tools that data-centric companies are eagerly searching for in potential employees."

Alex D. | National Football League

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

COMMUNICATIONS

A COMMUNICATIONS CURRICULUM WORTH TALKING ABOUT

Stukent's communications courseware and simulations prepare students for roles as PR professionals, advertisers, personal branding consultants, and more. We update our materials annually and include hundreds of resources, giving educators the materials they need to prepare students for success.

Instill world-class public relations skills with "PR Principles." This courseware gives students a solid foundation in all aspects of public relations, including theory, ethics, integrated marketing communications, social media, and crisis management. Paired with Mimic Public Relations, you can prepare students for a future in PR. Or, incorporate the "Personal Branding" courseware and its accompanying simulation to teach students how to build personal brands they can rely on.

If you're teaching advertising, implement "Advertising: Selling in Today's World" into your curriculum. With this courseware and its complementary simulation, Mimic Advertising, you can teach students where advertising belongs in the marketing mix. Students get hands-on experience maximizing advertising impact, analyzing data, allocating budgets, and creating effective campaigns. And to bolster your students' design and copywriting skills, add the Visual Media Marketing Bundle or "Business Writing."

So, if you're looking to give your students an unparalleled public relations experience, boost their personal branding, or teach them practical advertising skills, Stukent has everything you need to take your communications classroom to the next level.



TECHNIQUES FOR MODERN PR PROFESSIONALS



COURSEWARE
PR PRINCIPLES

BY JAMIE WARD & ALISA AGOZZINO

Built for introductory PR or media relations courses, “PR Principles” provides students with comprehensive knowledge of PR strategies and methodologies. Updated annually with the industry’s best practices, this courseware covers the profession’s history and ethics, integrated marketing communications, research, planning, implementation, and crisis management. With more than 100 resources, “PR Principles” helps educators prepare students for PR success.

STUDENT LEARNING OBJECTIVES

- Combine public relations theory with best practices
- Explain the importance of diversity and inclusion
- Identify professional responsibilities
- Show how the public relations industry has evolved over time
- Integrated marketing communications
- Research, planning, and implementation
- Public relations writing and storytelling
- Crisis management
- Global public relations
- Careers in public relations

FEATURED RESOURCES

- 13 chapters
- 24 assignments
- 13 auto-graded quizzes
- 13 case studies
- 13 lesson plans
- 3 industry interviews
- 5 Expert Sessions

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“PR Principles’ by Ward and Agozzino is designed with today’s college student in mind. ... The text nicely covers how the industry is changing, including the growth of integrated marketing communications and current trends in social media. [It] also builds a strong foundation for subsequent coursework in the discipline.”

Lois F. | Capital University

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

REAL-WORLD PUBLIC RELATIONS PREPARATION



SIMULATION
MIMIC PUBLIC RELATIONS

In Mimic Public Relations, students work as a PR account director at Julian Communications Agency, where they will oversee the PR campaign for a product launch. This simulation asks students to build email pitches, select media contacts, create social media posts, write press releases, and more. Prepare students for successful careers in public relations with this powerful simulation!

STUDENT LEARNING OBJECTIVES

- Pitch to media contacts
- Analyze media contact information
- Evaluate target audience research
- Communicate in public relations crises
- Write a press release
- Demonstrate effective use of content sequencing
- Develop knowledge of Associated Press style
- Select responses to social media and ethics-based questions
- Utilize social media in communication

KEY FEATURES

- 7 rounds of real-world PR scenarios
- LMS integration
- Auto-grading to save preparation time
- Pairs with the “PR Principles” courseware
- 24 knowledge-checking interactions
- Instant, comprehensive feedback each round
- Includes briefings from a fictitious supervisor

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“This course has been designed to teach the knowledge of managing media relations through seven rounds of activities. All the questions have been prepared based on real-world situations. This course truly achieves the goal of ‘learning by doing.’”

Lijia H. | University of Jyväskylä

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

TRAIN STUDENTS TO TURN CRISES INTO OPPORTUNITIES



COURSEWARE NEW IN 2022

CRISIS COMMUNICATION

BY SHELLEY L. WIGLEY

No individual or organization is immune to a crisis — it can happen anytime, anywhere, and to anyone. Teach students to handle crises with skill and precision with “Crisis Communication.” This all-new courseware teaches students to resolve risks, develop communication plans, manage the media, and respond appropriately to crises both online and offline. With a robust set of resources, this courseware gives students insights into turning crises into organizational opportunities.

STUDENT LEARNING OBJECTIVES*

- Identify and define a crisis
- Explain the differences between an operational crisis and a paracrisis
- Detail the crisis life cycle
- List and define crisis types
- Identify and define stakeholders in a crisis
- Define ethics and how they apply to crisis communication
- Explain and apply various ethical orientations
- Identify and apply professional codes of ethics to crisis communication
- Understand two-way symmetrical communication

FEATURED RESOURCES

- 14 chapters
- 13 assignments
- 14 auto-graded quizzes
- 14 lesson plans
- 14 lecture slide sets
- Cumulative glossary for student reference
- Sample syllabus, course outline, and calendar

**Courseware content subject to change*

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

Find all Stukent products at stukent.com/higher-ed/

PREPARE STUDENTS FOR ANY COMMUNICATIONS CHALLENGE



SIMULATION NEW IN 2022

MIMIC CRISIS COMMUNICATION

Prepare students to manage and mitigate any situation with Mimic Crisis Communication! In this eight-round simulation, students will work as crisis communication account managers for Julian Communications Agency, where they will help a fictitious company navigate challenging situations. Students will devise strategies to prepare for and prevent crises, build trust with consumers, and communicate with employees and the media with expertise.

STUDENT LEARNING OBJECTIVES*

- Implement preemptive strategies, including stealing thunder, bolstering, corporate social responsibility (CSR), and inoculation
- Select call center statements for various crises
- Compose emails to affected customers and employees
- Respond to negative comments on social media
- Make decisions regarding supply during a crisis
- Prepare scripts for, and participate in, news conferences and interviews
- Build customer trust through process improvements and promotions
- Integrate process improvements to prevent crises from reoccurring

**Simulation content subject to change*

KEY FEATURES

- 8 rounds
- LMS integration
- Pairs with the “Crisis Communication” courseware
- Auto-grading to save preparation time
- Impactful, real-world activities
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99

Simulation – \$59.99

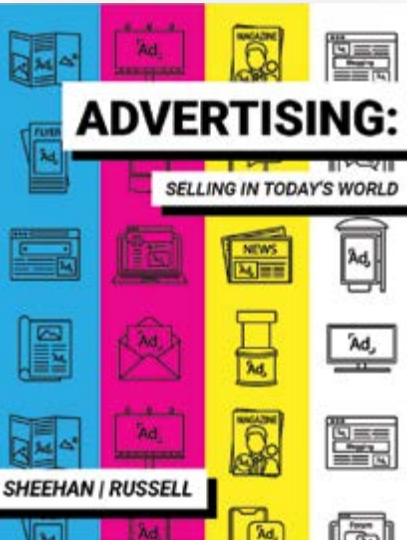
~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

Find all Stukent products at stukent.com/higher-ed/

WORLD-CLASS ADVERTISING METHODS



COURSEWARE
ADVERTISING

BY BRIAN SHEEHAN & EDWARD RUSSELL

Stop using yesterday’s resources to teach today’s advertising strategies! With “Advertising: Selling in Today’s World,” students take on real-world projects, industry-related assignments, and case studies featuring actual brands and businesses. This courseware introduces students to branding, creative development, and media planning, helping them build strong foundations in advertising principles.

STUDENT LEARNING OBJECTIVES

- Understand the role of advertising in marketing
- Maximize the impact of advertising
- Understand how advertising is created, placed, and evaluated
- Develop a critical eye toward advertising
- Create and present effective work
- Consider ethical boundaries when communicating with people from different backgrounds

FEATURED RESOURCES

- 16 chapters
- 16 lesson plans
- 16 lecture slide sets
- 13 professional profiles
- 11 auto-graded quizzes
- 6 student exercises
- 5 Expert Sessions
- 3 Video Case Studies
- Cumulative project
- An auto-graded, 35-question final test

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

HANDS-ON APPLICATIONS FOR MAJOR ADVERTISING CONCEPTS



SIMULATION
MIMIC ADVERTISING

With Mimic Advertising, students step into the role of an intern at Julian Communications Agency, where they will create value propositions, build communications briefs, plan media outreach, allocate budgets, and more. This robust simulation packs years of advertising experience into a single semester, preparing students to compete in the job market and thrive in their future careers.

STUDENT LEARNING OBJECTIVES

- Analyze demographic and psychographic consumer data
- Identify characteristics of a target persona
- Arrange statements into SWOT analysis categories
- Create positioning statements and value propositions
- Select key components of a communications brief
- Recommend a big idea to guide advertising efforts
- Analyze media channel research to plan outreach
- Allocate an advertising budget
- Evaluate campaign advertising
- Respond to questions on legal and ethical issues

KEY FEATURES

- 10 robust rounds
- LMS integration
- Auto-grading to save preparation time
- A wealth of time-saving resources
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:

Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

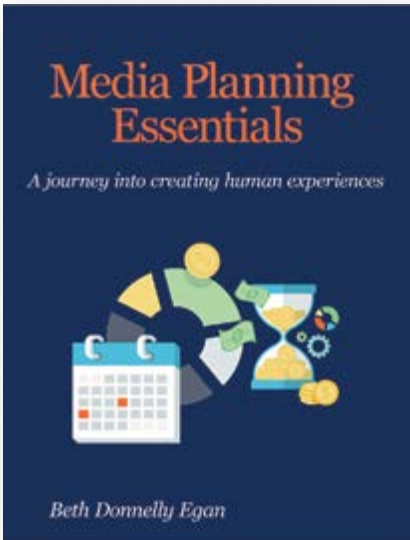
YOU SAVE \$19.99

“My students continually tell me how useful [Mimic simulations] are in finding jobs and internships in digital marketing and advertising.”

Brad J. | University of Missouri

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

THE ULTIMATE MEDIA PLANNING CURRICULUM



COURSEWARE
MEDIA PLANNING
ESSENTIALS

BY BETH DONNELLY EGAN

Take students behind the how and why of messaging placement with “Media Planning Essentials.” This robust media planning courseware covers the communications planning process, the consumer journey, how to understand target audiences, types of media, and more. Packed with teaching tools and customizable, up-to-date resources, this courseware is a robust addition to a media planning curriculum!

HANDS-ON, MODERN MEDIA PLANNING EXPERIENCE



SIMULATION
MIMIC MEDIA PLANNING

Teach students to plan cohesive, comprehensive media campaigns with Mimic Media Planning! In this simulation, students will play the role of a media planner at Julian Communications, a fictitious advertising agency. Over nine rounds, students will analyze demographic and psychographic data, identify target personas, select successful drivers, allocate millions of dollars in ad spend, and review channel rankings to optimize campaign success.

STUDENT LEARNING OBJECTIVES

- The role of communications
- The planning process
- Create campaign and product briefs
- The consumer journey
- Understanding target audiences
- Message and strategy drivers
- Types of media
- Channel selection
- Measurement and metrics
- The media planning business

FEATURED RESOURCES

- 16 chapters
- 14 assignments
- 16 auto-graded quizzes
- 16 lesson plans
- 16 lecture slide sets

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

“This [courseware] has been a wonderful addition to my media planning course. The material is engaging and easy to read so my students don’t get bored. The exercises for each chapter helped them apply the material they read about, helping to reinforce the information.”

Erika G. | Gulf Coast State College

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

STUDENT LEARNING OBJECTIVES

- Analyze demographic and psychographic consumer data
- Extract market insights from crosstab reports
- Identify the characteristics of a target persona
- Select successful messaging and strategic drivers
- Assist a colleague in selecting messaging and strategic drivers
- Select an allocation plan that best aligns with the target audience
- Optimize and spend an advertising budget
- Respond to questions from colleagues about media planning concepts

KEY FEATURES

- 9 real-world rounds
- Millions of dollars in advertising budget
- LMS integration
- Pairs with the “Media Planning Essentials” courseware
- Auto-grading to save preparation time
- Knowledge-checking interactions
- Individualized feedback every round

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

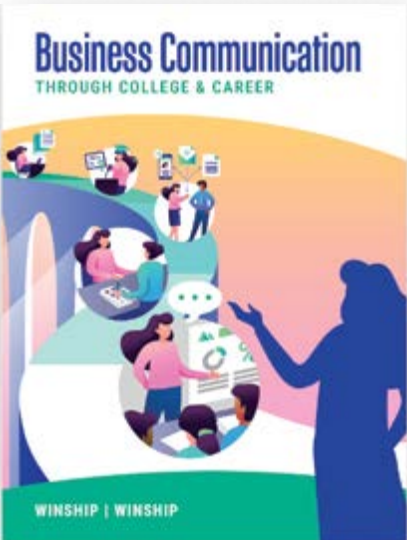
~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99



TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

STRENGTHEN STUDENTS' COMMUNICATION SKILLS



COURSEWARE **NEW IN 2022**
BUSINESS COMMUNICATION

BY ELAINE WINSHIP & THOMAS WINSHIP

Business communication takes on many forms, but one thing is certain — good communication skills are integral to personal and professional success. In “Business Communication,” students explore how to effectively communicate in the workplace; learn the differences between written, verbal, and visual media; develop job-seeking skills such as résumé writing and interviewing; and discover how to write effective presentations, letters, memos, reports, and proposals.

STUDENT LEARNING OBJECTIVES*

- Identify the steps in the communication process
- Define written, verbal, and visual media
- Apply the theories of effective business communication to a workplace example
- Define business writing and its three components
- Write résumés and cover letters
- Prepare for job interviews
- Define the various types of listening
- Explain how active listening affects the communication process
- Describe the impact of nonverbal communication
- Define workplace teams and explain their benefits
- Demonstrate meeting etiquette
- Identify best practices for meeting attendees
- Define the three stages of leading meetings
- Compose emails, messages, blogs, wikis, and more

*Courseware content subject to change

FEATURED RESOURCES

- 13 chapters
- 13 auto-graded quizzes
- 13 lesson plans
- 13 lecture slide sets
- Cumulative glossary for student reference
- Sample syllabus, course outline, and calendar

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

PUT BUSINESS COMMUNICATION CONCEPTS INTO PRACTICE



SIMULATION **NEW IN 2022**
MIMIC BUSINESS COMMUNICATION

Great communication skills are the foundation for success in any industry. With Mimic Business Communication, students will develop their written, spoken, and nonverbal communication methods as well as practice good business etiquette. Over 10 rounds, students will secure professional references, analyze job postings, create a résumé and cover letter, prepare for interviews, develop an elevator pitch, and much more.



BUNDLE & SAVE!

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

POWERFUL WRITING TECHNIQUES FOR BUSINESS



COURSEWARE
BUSINESS WRITING

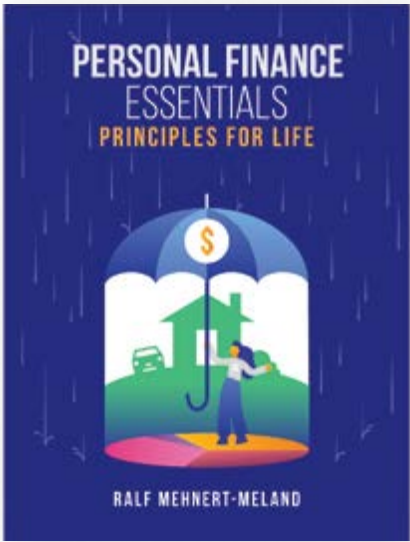
BY Yael GRAUER

Turn students into wordsmiths with “Business Writing: A Content Marketing Approach”! This courseware comes packed with resources to sharpen students’ business communication skills. It covers basic grammar, content marketing, audience segmentation, crisis management, and etiquette. From emails to résumés, presentations and more, students will learn to tailor their content to different audiences with style and skill.

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

COURSEWARE PRICING – \$79.99

TEACH STUDENTS TO MASTER THEIR MONEY



COURSEWARE
PERSONAL FINANCE
ESSENTIALS

BY RALF MEHNERT-MELAND

Give students hands-on experience with budgets, credit, and investments without risking their hard-earned money! With “Personal Finance Essentials,” students learn to set financial goals, follow monthly budgets, improve their credit scores, determine saving strategies, and understand the stock market. This courseware makes it easy to set students on the pathway to long-term financial success.

SIMULATE REAL-WORLD FINANCIAL SCENARIOS



SIMULATION
MIMIC PERSONAL
FINANCE

Mimic Personal Finance uses decision-theory learning to teach students the principles of financial literacy. Through an ongoing role-playing simulation, students manage their finances and learn about banking, employment, credit, taxes, insurance, assets, liabilities, and more. Students’ choices dictate outcomes, creating a differentiated learning experience for each student and allowing them to develop personal approaches to financial matters.

STUDENT LEARNING OBJECTIVES

- Implement money-saving tips and tricks
- Understand the role of banks
- Learn steps to build and keep a positive credit score
- Analyze living costs and ownership as a young adult
- Build confidence in the process of investing in the stock market
- Assess current financial well-being and “money personality”
- Create a 30-day budget by analyzing income and expenses
- Understand the role of insurance
- Display a basic understanding of the principles of deductions and taxes
- Analyze the different levels of risk associated with investing

FEATURED RESOURCES

- 15 chapters
- 40 assignments
- 15 auto-graded quizzes
- 12 quiz-review slides
- 12 lesson plans
- 24 lecture slide sets
- 2 sample course calendars
- 2 ongoing projects
- Sample syllabus

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ \$119.99

YOU SAVE \$19.99

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

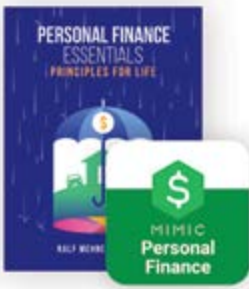
STUDENT LEARNING OBJECTIVES

- Manage finances, track budgets, and pay bills
- Employment
- Insurance
- Revolving and personal credit
- Taxes
- Homeownership
- Charitable giving
- Investing

KEY FEATURES

- 13 real-world rounds
- LMS integration
- Auto-grading to save preparation time
- 30 lecture slides
- 15 lesson plans
- 15 quiz-review slides
- Teacher guides
- Lecture videos

SIMULATION PRICING – \$59.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ \$119.99

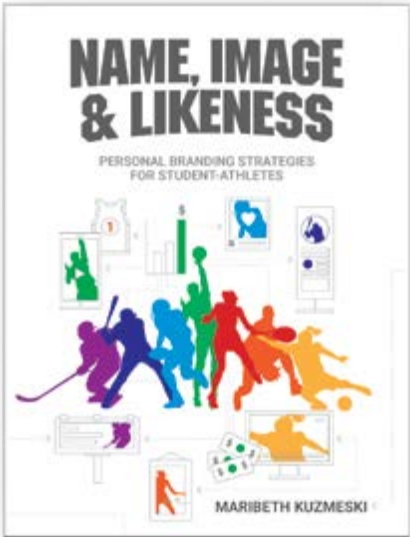
YOU SAVE \$19.99

“The Mimic Personal Finance program is so vast in its content, I was easily able to pick out different aspects ... and dovetail them into my own curriculum.”

Jack D. | Idaho Department of Corrections

TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS

THE STUDENT-ATHLETE’S PLAYBOOK FOR PERSONAL BRANDING



COURSEWARE NAME, IMAGE & LIKENESS

BY MARIBETH KUZMESKI

Help student-athletes hit the field ... of personal branding, that is! “Name, Image & Likeness: Personal Branding Strategies for Student-athletes” gives students a competitive edge in their name, image, and likeness efforts. This first-in-its-class courseware contains robust resources to help students conduct a personal brand audit, design brand statements, engage more followers on social media, build pitches, and so much more.

STUDENT LEARNING OBJECTIVES

- Recognize opportunities in the NCAA NIL guidelines
- Describe the key metrics that motivate NIL deals
- Conduct a personal brand audit
- Define a morality clause and explain how it impacts deals
- Conduct a personal-brand SWOT analysis
- Develop a personal brand statement and buyer personas
- Utilize strategies to gain more engagement and followers
- Define a brand hook
- Write a personal brand elevator story
- Develop a pitch to a business or individual
- Create a media kit
- Recognize key elements to look for in a contract
- Design a communications calendar for NIL social media efforts
- Create a one-page NIL marketing plan

FEATURED RESOURCES

- 10 chapters
- 10 assignments
- 10 auto-graded quizzes
- 10 quiz-review slides
- 10 lesson plans
- 10 lecture slide sets
- Final exam
- Sample syllabus, course outline, and calendar

COURSEWARE PRICING – \$79.99



BUNDLE & SAVE!

INCLUDES:
Courseware – \$79.99
Simulation – \$59.99

~~\$139.98~~ **\$119.99**

YOU SAVE \$19.99

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

TACKLE NAME, IMAGE, AND LIKENESS BRANDING



SIMULATION MIMIC NIL

In today’s digital landscape, the name on the back of a student-athlete’s jersey is just as valuable as the one on the front. Mimic NIL gives student-athletes the tools they need to capitalize on their NIL efforts. In this simulation, students will assist a fellow student-athlete with defining a personal brand, leveraging their status, attracting and negotiating sponsorships, writing cold outreach emails, and more.

STUDENT LEARNING OBJECTIVES

- Identify sponsors that align with a personal brand
- Write cold outreach emails
- Compare and contrast promotional opportunities
- Negotiate sponsorship deals
- Use and understand brand guidelines
- Create engaging social media posts
- Evaluate and comply with influencer agreements
- Deliver a video elevator pitch
- Assemble a portfolio of NIL work

KEY FEATURES

- 8 robust rounds
- LMS integration
- Auto-grading to save preparation time
- Engaging knowledge-checking interactions
- Individualized feedback every round
- Unique metrics for each campaign

SIMULATION PRICING – \$59.99

**TO LEARN MORE & GET
FREE INSTRUCTOR ACCESS**

NIL CERTIFICATIONS

Stukent’s NIL Certifications are 80-question exams that allow students to prove their proficiency in NIL Compliance and Personal Branding. These certifications are **FREE** with every purchase of the Mimic NIL and the Name, Image & Likeness Bundle.



CERTIFICATION FEATURES

- Students must score 80% or higher to pass
- Instructors can allow students to retake the exam after seven days
- Certificates auto-populate in students’ accounts
- Certificates are good for two years

BECOME A STUKENT INNOVATION PARTNER

At Stukent, we are committed to closing the gap between
dynamic, fast-paced industries and academia.

We need your help to make it happen.



Expert Sessions

95+ video lectures created



Authors

60+ authors



Peer Reviews

200+ peer reviewers



Webinars

125+ worldwide events



Focus Groups

60+ expert participants

BRADY ADAMS

CHIEF PRODUCT OFFICER

Ready to join the team?

Scan the code and learn how you can
become an Innovation Partner today!