

# 2024 South Carolina Instructional Materials Call For Bids Evaluation Brief

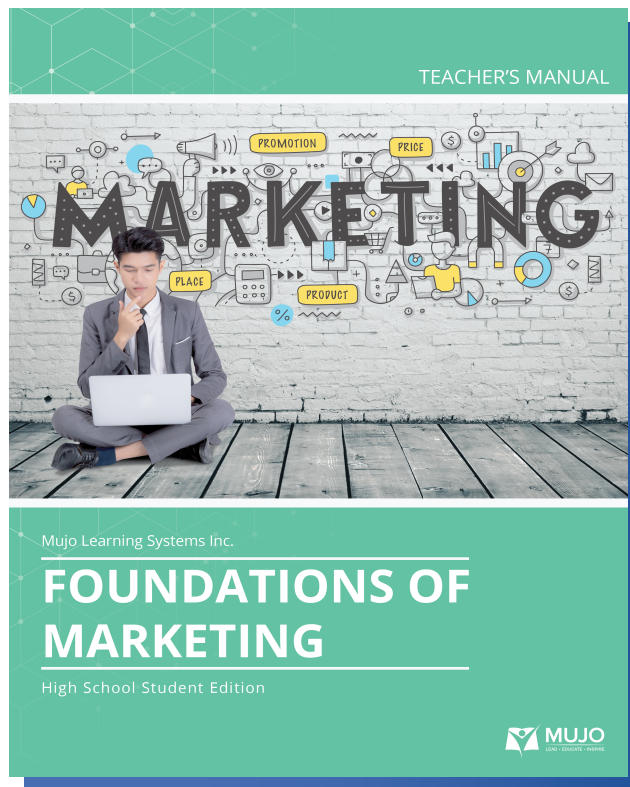
**Bidding Company:** Mujo Learning Systems

**Title:** *Foundations of Marketing*

**Subject:** CTE Marketing/ Marketing Course 5421

**Description:** Mujo's Foundations of Marketing provides students with an up-to-date perspective on the core principles of marketing. Through this textbook, students will explore a wide range of marketing concepts, including buyer personas, value propositions, brand identity, and more. Students will explore real world application of the principles explored throughout this text through case studies, research activities, as well as guided examinations of real businesses. By the end of this course, students will have a strong base of knowledge that will serve as the foundation for a successful career in the field of marketing. This title includes a student edition (available digitally and in print), teacher edition (available digitally and in print), and accompanying teacher resources (available digitally).

Mujo Learning Systems is committed to ensuring students receive new content in an ongoing basis to stay current in the field of marketing. For this reason, new activities, case studies, and projects are added to each textbook's resource platform frequently. Using these resources, instructors can help students develop industry-ready knowledge and skills.



**Author:** David Shaw is the author of seven textbooks for students in high school and higher education, covering topics ranging from applied AI to influencer marketing. He holds a PhD in English from Concordia University.

**Copyright:** 2024, Mujo Learning Systems Inc.

**Intended Grade Level of Content:** Grade 9-12, CTE Students



## Accessibility & Compliance

**WCAG Compliance:** Mujo's *Fashion Marketing Essentials* has been reviewed by a third party and is fully compliant with WCAG 2.1 for Section 508 in the print edition and WCAG compliant in the digital version.

**NIMAS:** Mujo Learning Systems has submitted NIMAS files for *Fashion Marketing Essentials* to NIMAC, which are available for student use as needed.

**1EdTECH Global Standards:** Mujo content is fully compliant with the 1EdTECH Global Standards for interoperability as there are no student accounts or logins required and all content can be easily integrated into any LMS. See Technical Specifications for further information.

**Consumables:** Print Student Textbooks and items included in this bid package are **NOT** consumables.

## Technical Specifications

Mujo Learning Systems' web-based resource platform is for teachers only. It is designed to be simple for teachers to use without the need for student accounts or third-party LMS integrations. Teachers can simply sign up using a code provided by Mujo and are able to easily download their digital eBooks and all course resources, which can then be upload to their chosen LMS.



Mujo textbooks and course materials do not make use of any student accounts or logins, meaning courses can be delivered without student data or privacy concerns.



Mujo courses do not require any third-party integrations. Course resources can be uploaded directly to schools' LMS of choice.



Mujo's digital textbooks offer flexible delivery options. They can be uploaded and viewed through an LMS or read through a wide range of e-readers or other devices.






## Other

**Manuscript Format:** Both the print and digital versions of *Foundations of Marketing* are not in manuscript format.

**Manufacturing Standards and Specifications for Textbooks:** The Print review copies provided for this bid of *Foundations of Marketing* do NOT meet the MSST, however copies sold for an approved bid contract WILL meet MSST.

## Ancillary Materials and Services/ Free with Order Information

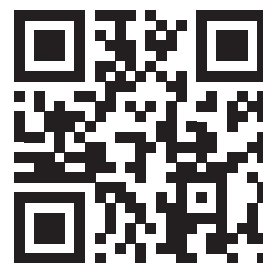
**Ancillary Materials:** All teacher manuals include access to Mujo's online teacher resource platform, which include:

-  Chapter PowerPoint slides
-  Assessments: chapter quizzes, midterm, and final
-  Term Project Outline
-  Bell Ringer Resources
-  Supplemental Resources Folder: new project outlines added throughout the year

**FWO Ratio:** 1:15

## Additional Information

**Video Demo of Textbook Highlights and Accompanying Resources** is available in your digital review portal. Please refer to digital review instructions for log in information



[courses.mujo.com](https://courses.mujo.com)

## Publisher Contact Information

### Mujo Learning Systems Publisher Reps:



**Alex Strauss**  
*Vice President*  
alex@mujo.com  
+1.514.500.2263



**Lexi Bentley**  
*High School Curriculum Executive*  
lbentley@mujo.com  
1.323.329.6749