

SMstudy Course Builder

USER

GUIDE *Your guide to*

*building high quality courses on Sales
and Marketing!*



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Part I - Introduction

Creating a new course is no longer an arduous process. SMstudy provides state-of-the-art course builder tools for content providers. These tools help you prepare your own online courses in any of the six Aspects of Sales and Marketing: Marketing Strategy (MS), Marketing Research (MR), Digital Marketing (DM), Corporate Sales (CS), Branding and Advertising (BA), and Retail Marketing (RM). Once courses are created, they are available through our online platform, mobile apps or for physical classes. The process is simple—create or upload your chapter videos, create quizzes, insert other elements such as study guides or case studies and your course is ready to be broadcast to a global audience in more than 100 countries.

You earn while they learn

SMstudy allows experts in the field of Sales and Marketing to add courses to its ever-increasing library of courses. If you have an existing course or you would like to build one with your expertise, SMstudy is the right platform for you. Earn money as students access your course (\$1/month per student that subscribes to your course). The more high-quality courses you add to the SMstudy library, the more you can earn.

Flexible delivery options and global reach

SMstudy provides the best delivery mechanisms for your courses including: best-in-class mobile apps, high-end online courses and even physical/virtual classes. Courses built with the SMstudy course builder include engaging videos, illustrative case studies, simulated exams and more. Our multimodal delivery ensures that students around the globe can access courses anytime, anywhere.

Get associated with the global accreditation body

SMstudy is the global accreditation body for Sales and Marketing certifications. SMstudy offers comprehensive courses and certification programs based on the *SMstudy® Guide* (also referred to as the *Sales and Marketing Body of Knowledge—SMBOK Guide*). All of the courses and certifications offered by SMstudy are considered valuable and are well recognized in the sales and marketing industry as well as in academic circles. Adding your courses in the SMstudy repository builds your credibility and provides access to a wide audience.

SMstudy invests in improving your courses

SMstudy constantly monitors feedback from students. Courses demonstrating positive feedback and subject relevancy are selected by SMstudy for improvements such as additional videos, case studies, questions or other resources. The cost for such improvement will be incurred by SMstudy. The improved courses can drive more revenue to you as more students access those courses.

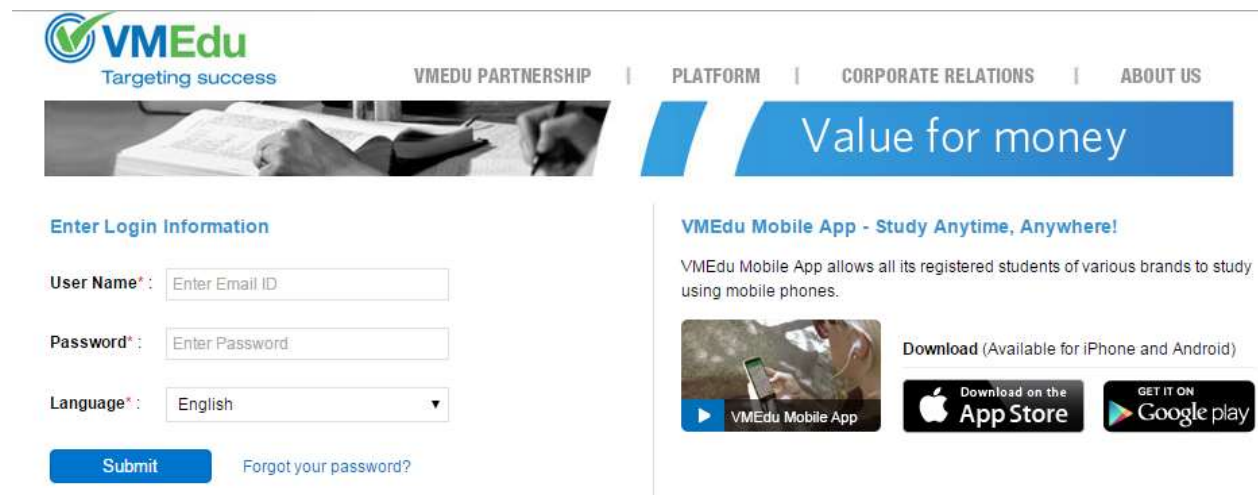
Become recognized as a Subject Matter Expert and gain consultancy assignments

SMstudy helps you market your expertise to the world, build a following and establish yourself as an authority in the Sales and Marketing community. Becoming a contributor to the SMstudy community increases your opportunities for consultancy assignments from students and companies.

Part II - Creating a new course

Login

Visit the link - <http://coursebuilder.smstudy.com/> and enter the username and password provided in the registration email. From the language dropdown, choose the language for your course.



VMedu
Targeting success

VMEDU PARTNERSHIP | PLATFORM | CORPORATE RELATIONS | ABOUT US

Value for money

Enter Login Information

User Name* :

Password* :




Language* :

Submit [Forgot your password?](#)

VMedu Mobile App - Study Anytime, Anywhere!

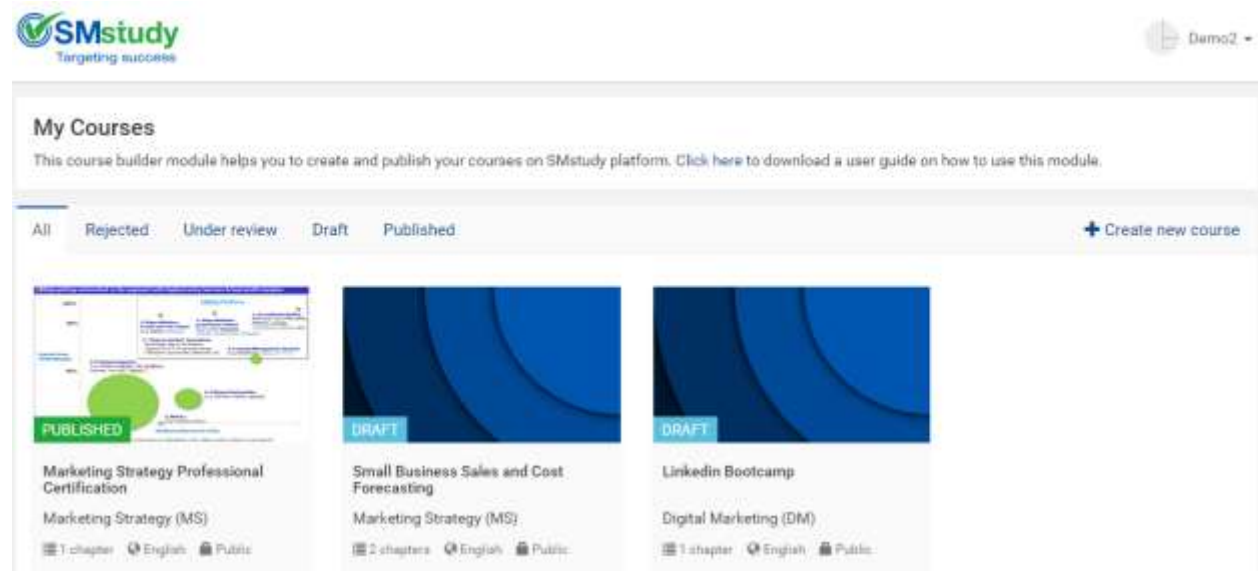
VMedu Mobile App allows all its registered students of various brands to study using mobile phones.

Download (Available for iPhone and Android)

Create new course

Click on the option “Create new course” on the top right hand corner of the screen.



SMstudy
Targeting success

Demo2

My Courses

This course builder module helps you to create and publish your courses on SMstudy platform. [Click here to download a user guide on how to use this module.](#)

All Rejected Under review Draft Published [+ Create new course](#)

PUBLISHED

Marketing Strategy Professional Certification
Marketing Strategy (MS)
1 chapter English Public

DRAFT

Small Business Sales and Cost Forecasting
Marketing Strategy (MS)
2 chapters English Public

DRAFT

Linkedin Bootcamp
Digital Marketing (DM)
1 chapter English Public

A pop up window opens to allow you to enter the details of the course. Following are the fields and their description.

Title – Enter the name of the course. This will be the name of your published course. The maximum length allowed for the course name is 60 characters.

Category – Choose the category of the course from the dropdown. You can choose from any of the six Aspects of Sales and Marketing: Marketing Strategy (MS), Marketing Research (MR), Digital Marketing (DM), Corporate Sales (CS), Branding and Advertising (BA), and Retail Marketing (RM).

Short Description – Enter a short description about your course. This description would appear below the name of the course at the point of listing. The maximum length allowed for the short description is 160 characters.

Long Description - Enter a long description about your course. This description would appear when students click on the course. You can choose to write about the contents of the course, its relevance for different students, prerequisites etc. The maximum length allowed for the long description is 1000 characters.

Language – Choose the language for your course from the dropdown.

Upload a thumbnail for this course – Browse your computer and select the appropriate thumbnail for your course. The thumbnail you select will appear with the course name at the point of listing. You can upload JPEG/PNG files with a resolution of 1280x720 Pixels and a maximum size of 1024KB.

Percentage Free – SMstudy mandates course providers to offer a part of their course as trial for students. This allows students to experience the course before deciding to purchase it. You can choose to provide 20%, 25% or 30% of your course for free to be offered as trial.

Create new course

Title Course name (60 characters)

Short description Short description about course (160 characters)

Language English

Percentage Free 20 25 30

Category Marketing Strategy (MS)

Long description Long description about course (1000 characters)

Upload a thumbnail for this course Not uploaded
JPEG/PNG, 1280x720 Pixels, Max size: 1024KB

On entering all the details about the course, press submit button to save your draft. The draft will start appearing in the list of the courses under 'my courses' section of your partner portal.

My Courses

This course builder module helps you to create and publish your courses on SMstudy platform. [Click here](#) to download a user guide on how to use this module.


All Rejected Under review Draft Published

+ Create new course




PUBLISHED

Marketing Strategy Professional Certification
Marketing Strategy (MS)
1 chapter English Public




DRAFT

Small Business Sales and Cost Forecasting
Marketing Strategy (MS)
2 chapters English Public



DRAFT

LinkedIn Bootcamp
Digital Marketing (DM)
1 chapter English Public



DRAFT

Product Market Strategy
Marketing Strategy (MS)
1 chapter English Public



DRAFT

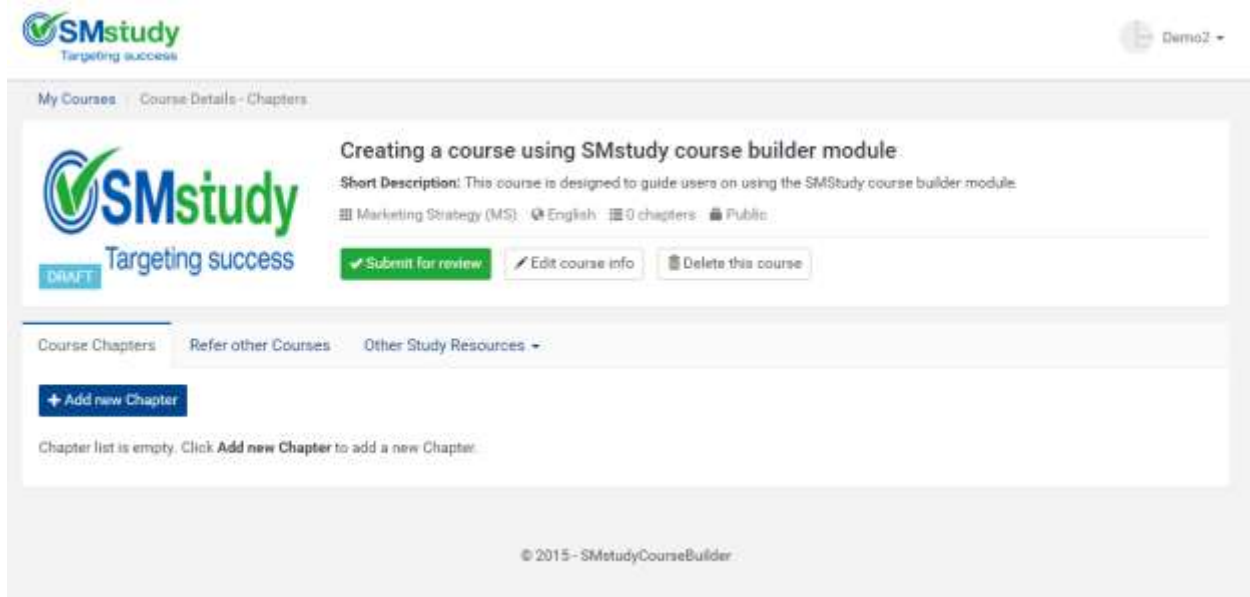
Targeting success

Creating a course using SMstudy course builder module
Marketing Strategy (MS)
0 chapters English Public



Part III – Adding course content

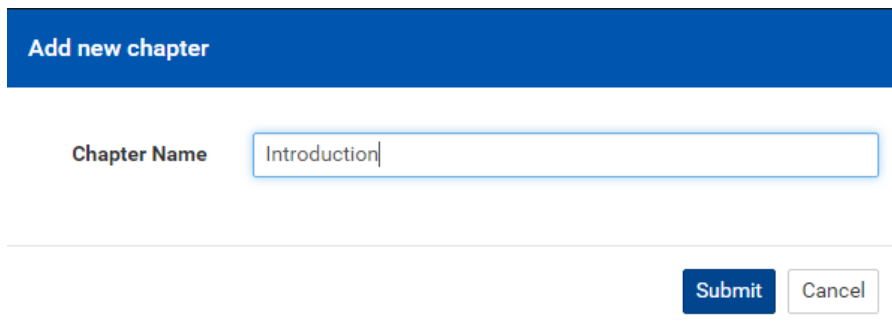
To add the course content, click on the draft in my courses section and the course screen will open as shown below



The screenshot displays the SMstudy course builder interface. At the top left is the SMstudy logo with the tagline 'Targeting success'. In the top right corner, there is a 'Demo2' button. Below the logo, the page title is 'My Courses > Course Details - Chapters'. The main content area is titled 'Creating a course using SMstudy course builder module'. It includes a 'Short Description' stating the course is for users of the SMstudy course builder module. Below this, it lists 'Marketing Strategy (MS)', 'English', '0 chapters', and 'Public'. There are three buttons: 'Submit for review' (green), 'Edit course info' (white), and 'Delete this course' (white). Below the main content, there are tabs for 'Course Chapters', 'Refer other Courses', and 'Other Study Resources'. A blue button labeled '+ Add new Chapter' is visible. Below the tabs, a message states 'Chapter list is empty. Click Add new Chapter to add a new Chapter.' At the bottom of the page, there is a copyright notice: '© 2015 - SMstudyCourseBuilder'.

Adding a chapter


To add the first chapter, go to the tab 'course chapters' and click on the button – 'Add new chapter'. A pop up will open with the field to enter the chapter name. . The maximum length allowed for the chapter name is 60 characters.



The screenshot shows a blue header bar with the text 'Add new chapter'. Below the header, there is a form with a label 'Chapter Name' and a text input field containing the word 'Introduction'. At the bottom right of the form, there are two buttons: 'Submit' (blue) and 'Cancel' (white).

On pressing the submit button, your chapter will be created and will start showing in the list of chapters under the course screen and you will be redirected to the chapter screen shown below. You can choose to reorder the chapter numbers by clicking the order sign next to the chapter number.

My Courses / Course Details - Chapters



Creating a course using SMstudy course builder module

Short Description: This course is designed to guide users on using the SMStudy course builder module.

Marketing Strategy (MS) English 1 chapter Public

Submit for review
Edit course info
Delete this course

Course Chapters Refer other Courses Other Study Resources ▾

+ Add new Chapter

Order	Name	Action
1 ↑	Introduction	Edit Delete

Here you have the option to add a new video, study guide, chapter test (quiz) or glossary.

Adding a video

To add a new video, click on the button 'Add new video' and a pop up will open as shown below:

Add Video
✕

Title

Video Browse

MP4 (H264, AAC), 1280x720, Max size: 1024MB

Submit
Cancel

Enter the title of the video and upload the video by selecting it from the list of the files on your computer. After your video is uploaded you will be given following two options to choose the thumbnail:

1. Choose an auto generated thumbnail – With this option, the system will randomly select thumbnail from your video.
2. Choose thumbnail from video – With this option, you can play the video and pause it at the frame which you want to select as thumbnail for your video. One you choose the frame, click on the button – 'Get thumbnail' to select the frame as thumbnail.

Add thumbnail to <Video 1>



1. Choose an auto generated thumbnail

Generate thumbnails

2. Or choose thumbnail from video



1. Play the video
2. Click on "Get thumbnail" button to get current video frame as a thumbnail

Get thumbnail

Submit

Alternatively, you can also select the option – ‘Add video from library’. A list of previously uploaded videos to the SMstudy course builder portal appears on the screen with an “Add” button next to each of them. Click on the “Add” button to add a particular video to the chapter.

Add new video from library



Show 10 entries

Search:

Video Name	Duration	Chapter Name	Action
Course: Demo course			
Intro1	02:20	Introduction	<input type="button" value="Add"/>
Course: Marketing Strategy Professional Certification			
SMstudy Video		Overview	<input type="button" value="Add"/>
Course: LinkedIn Bootcamp			
Setting up your profile	02:26	Setting up your profile	<input type="button" value="Add"/>
Course: Product Market Strategy			
Introduction	02:26	Introduction	<input type="button" value="Add"/>

Showing 1 to 4 of 4 entries

Previous **1** Next

Close

Once the videos are added to a chapter, they appear under the videos tab for that chapter. You can edit or delete the video by clicking on the respective buttons under the video icon.

The screenshot displays the SMstudy course builder interface. At the top, there is a breadcrumb trail: "My Courses / Course Details / Chapter details - Videos" and a dropdown menu for "1. Introduction". The course title is "Creating a course using SMstudy course builder module". Below this, the chapter title "1. Introduction" is shown, along with statistics: "2 videos", "0 study guides", "0 chapter test questions", and "0 glossary terms". There are two buttons: "Edit chapter info" and "Delete this chapter". A "DRAFT" label is visible next to the SMstudy logo. Below the course information, there are tabs for "Videos", "Study guides", "Chapter test (Quiz)", and "Glossary". Under the "Videos" tab, there are two buttons: "Add new video" and "Add video from library". Two video thumbnails are displayed. The first is titled "1. Video 1" with a duration of "02:20" and an SMstudy logo. The second is titled "2. SMstudy Video" and shows a 3D architectural rendering. Both video cards have "Edit" and "Delete" buttons.

Adding a study guide

To add a study guide, follow a similar process as explained above for adding the videos. You can choose to upload study guides up to 20 MB size in the '.doc' format.

Adding a chapter test

To add a chapter test, go to the "chapter test (quiz)" tab and add questions one by one. To add a question click on the button – "Add new question" and the pop shown below will open.

Add question
✕

Question

Can you add a study guide to a course?

Option 1 Yes

Option 2 No 🗑️

[Add another](#)

Justification

Enter justification here

Submit
Cancel

Write the question in the question field. You can add images to your question or add effects such as bold, italics and list. To add answer options, write the choices in the option fields. You can choose to add additional options by clicking the 'Add another' button below the options field. To mark the correct option, select the radio button in front of the correct answer.

To add a justification, write the justification text in the justification field. You can add images to your question or add effects such as bold, italics and list.

Alternatively, you can also choose to add a question from the list of already uploaded questions in the SMstudy portal. Once a question is uploaded it will appear in the Chapter test (quiz) tab. You can choose to edit or delete the questions by clicking on the corresponding buttons in front of the question.

My Courses / Course Details / Chapter details - Videos
1 . Introduction ▾

Course: Creating a course using SMstudy course builder module

1 . Introduction

🕒 2 videos 📖 1 study guide 🗂️ 1 chapter test question 📖 0 glossary terms

Edit chapter info
🗑️ Delete this chapter

Videos

Study guides

Chapter test (Quiz)

Glossary

+ Add new question
+ Add question from library

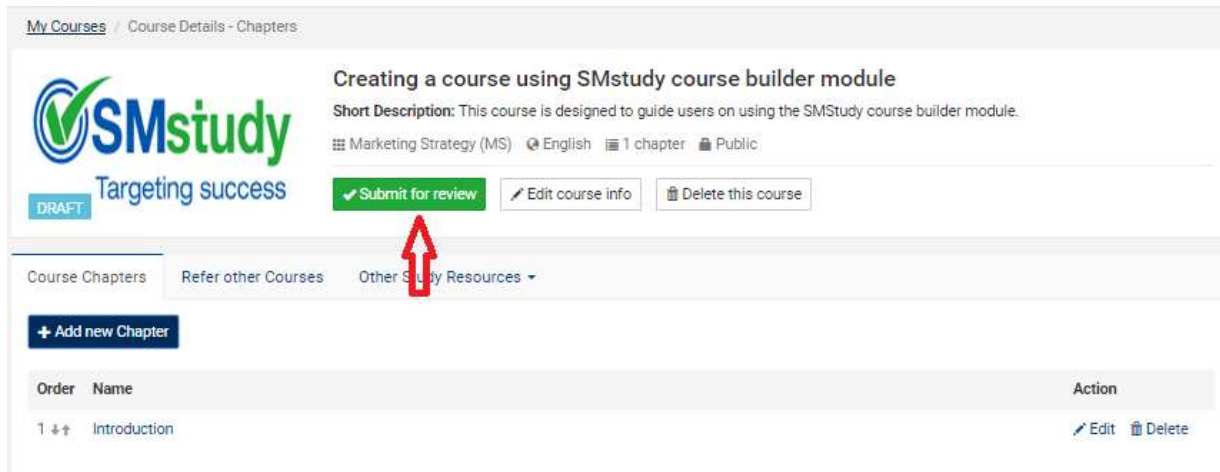
Order	Question	No. of options	Correct answer	Action
1 ⬆️⬆️	Can you add a study guide?	2	1	✎️ Edit 🗑️ Delete

Adding a glossary

To add glossary, follow a similar process as explained above for adding the chapter test. Just add term and its description and the glossary will get populated.

Part IV – Publishing a course

Once a course is created, submit the course for review by clicking the “Submit for review” button on the course description page.



The screenshot shows the 'My Courses / Course Details - Chapters' page for a course titled 'Creating a course using SMstudy course builder module'. The course is currently in 'DRAFT' status. A red arrow points to the 'Submit for review' button. Other buttons include 'Edit course info' and 'Delete this course'. The course description is 'This course is designed to guide users on using the SMStudy course builder module.' and it includes 'Marketing Strategy (MS)', 'English', '1 chapter', and is 'Public'. Below the course details, there is a section for 'Course Chapters' with a table listing one chapter: 'Introduction'.

Order	Name	Action
1	Introduction	Edit Delete

Once a course is submitted, the status – “Under Review” will start showing on the course icon.



The screenshot shows the same course details page, but the status has changed from 'DRAFT' to 'UNDER REVIEW'. The 'Submit for review' button is no longer visible. The course details and chapter list remain the same.

Order	Name	Action
1	Introduction	Edit

The course will then be reviewed by the SMstudy academic team and will be approved or rejected depending on the quality and relevance of course. You can check the status of your course under my courses section. Browse through the status tabs – Rejected, Under review, Draft, Published, to check the status of your course.

My Courses

This course builder module helps you to create and publish your courses on SMstudy platform. Click here to download a user guide on how to use this module.

All Rejected Under review Draft **Published**  [+ Create new course](#)



PUBLISHED

Marketing Strategy Professional Certification

Marketing Strategy (MS)

1 chapter English Public



DRAFT

Small Business Sales and Cost Forecasting

Marketing Strategy (MS)

2 chapters English Public



UNDER REVIEW

LinkedIn Bootcamp

Digital Marketing (DM)

2 chapters English Public



DRAFT

Product Market Strategy

Marketing Strategy (MS)

1 chapter English Public



UNDER REVIEW

 Targeting success

Creating a course using SMstudy course builder module

Marketing Strategy (MS)

1 chapter English Public



UNDER REVIEW

Facebook Marketing

Marketing Strategy (MS)

1 chapter English Public