



# PEREGRINE

— ACADEMIC SERVICES —

Academic Leveling Course Student User Guide

Your school is investing in your education!

[www.peregrineacademics.com](http://www.peregrineacademics.com)

## Micro-site Student Registration Process

1. Follow the Student Registration Link that should have been provided to you by your course professor or within your course syllabus. Please note that the registration instructions contained herein apply only to micro-site registration.
2. Locate and select your school. Enter your registration password.

The screenshot shows the Peregrine Academic Services website. The navigation bar includes Home, Services, Students (highlighted), Support, Our Partners, and About Us. The main content area is titled "Peregrine Academic Services - GUEST Micro-Site". It contains a welcome message, instructions on how to use the site, and a registration form. The form has a "Registration Password:" input field and a "Proceed with Registration" button. Below the form are links for "Email me my exam/course access key" and "Download completion certificate(s)".

Enter your Registration Password

*Enter the registration password provided by your college or university. Please note that the password is case sensitive.*

3. Select your required course(s).

The screenshot shows the "Peregrine Academic Services - GUEST Micro-Site / Course List" page. It features a list of "Academic Leveling Courses (ALC): Online Educational Modules". Each course is listed with a checkbox and a brief description. A box on the right side of the page says "Your Institution Logo Here".

Course Name
<input type="checkbox"/> Foundations of Accounting
<input type="checkbox"/> Foundations of Business Ethics
<input type="checkbox"/> Foundations of Business Finance
<input type="checkbox"/> Foundations of Business Integration and Strategic Management
<input type="checkbox"/> Foundations of Business Leadership
<input type="checkbox"/> Foundations of Global Dimensions of Business
<input type="checkbox"/> Foundations of Human Resource Management
<input type="checkbox"/> Foundations of Information Management Systems
<input type="checkbox"/> Foundations of Legal Environment of Business
<input type="checkbox"/> Foundations of Macroeconomics
<input type="checkbox"/> Foundations of Marketing
<input type="checkbox"/> Foundations of Microeconomics
<input type="checkbox"/> Foundations of Operations/Production Management
<input type="checkbox"/> Foundations of Organizational Behavior
<input type="checkbox"/> Foundations of Quantitative Research Techniques and Statistics

Select your required course(s)

*Select the course(s) you need. If you are unsure of the course(s) you need, please contact your course professor. After your selection is made, click "Review your selections(s) and proceed with registration."*

#### 4. Review your selection and remove any unneeded items.

Peregrine Academic Services - GUEST Micro-Site / Selection Review and Testing Process Instructions

Foundations of Marketing was successfully added

Please review your Course/Assessment selection as listed below. If correct, click on the "Continue with Registration" button. If you need to remove an item from the list, please check the red X next to the item you need to remove.

If you have any problems with the registration process, please visit our technical support page at: <https://www.peregrineacademics.com/home/technical-support>. Note that only your course professor can authorize a re-set of an exam access key.

Course/Exam
<input type="checkbox"/> Foundations of Marketing

View Course/Exam List | Continue with Registration

Confirm your selected courses

*This screen will allow you to confirm your selected courses. You can also remove any items that may have been inadvertently selected in course selection page.*

#### 5. Enter your Name, Email and Student ID.

Peregrine Academic Services - GUEST Micro-Site / Student Registration Information

In order to complete the registration process, you must provide a valid e-mail address. **You are strongly encouraged to use your university/college issued email address, which will ensure it is unique to you and not one shared with other students.** The e-mail address is used to send you your registration confirmation along with your course/exam link, access key, and completion certificates (if applicable). Please note that we only allow one registration for each exam based on the e-mail address.

All fields are required. When you have entered the required information, please click "Review Registration".

Registration Information	
University:	Peregrine Academic Services - GUEST Micro-Site
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Email:	<input type="text"/>
Confirm Email:	<input type="text"/>

View Course/Exam List | Edit Your Registration Selection(s) | Review Registration

Enter your registration information

*You will need to enter your Name, Student ID, and school issued email address. Please note, if you have previously registered for any Peregrine items, you will need to use the same email address you used to register the first time.*

#### 6. Review your registration information and complete your registration.

Peregrine Academic Services - DEMO Micro-Site / Review and Confirm Registration Information

Please review your registration information. If the information is not correct, use the buttons at the bottom of the screen to edit the registration information. If the information is correct, then click "Complete the Registration".

Registration Information	
University	Peregrine Academic Services - DEMO Micro-Site
Name	Student Tester
Student Id	Peregrine Academic Services
Email	student@someuniversity.edu

Course/Exam

- Foundations of Business Finance
- Foundations of Accounting
- Foundations of Business Ethics
- Foundations of Business Integration and Strategic Management

Edit Registration Information | Complete Registration

Review and complete your registration

*You can now complete your registration. You will receive an email with your course access link. You may also start the course by using the course link provided directly after you complete your registration.*

## What is the overall structure and time constraints of the Academic Leveling Courses?

- ❖ There are 15 total Academic Leveling Courses. Depending on the school, students may or may not be required to take all 15 courses.
- ❖ Each course provides about 4-6 hours of instructional content.
- ❖ Each course starts with a twenty-question pre-test which must be completed prior to starting the instructional material.
- ❖ The instructional content will contain multiple sections.
- ❖ All sections will conclude with a set of interactive questions as a review of the content covered within the sections.
- ❖ Courses then conclude with a twenty-question post-test. The post-test does offer a retake option, however only the most recent score is recorded.

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ACADEMIC SERVICES

Section: Marketing / Pre-Test

Academic Leveling Course

Marketing

Pre-Test

Overview

Section 1

Section 2

Section 3

Section 4

Section 5

References

Post-Test

Percent Complete: 0%

Foundations of Marketing - Pre-Test

You are about to take a 20-question exam over the topic area(s) of:

- Marketing

All questions are timed and there is a countdown timer displayed for each question. You must select "Record Answer" to proceed to the next question. DO NOT let the time limit advance automatically to the next question because your response will not be recorded.

You cannot go back and review previously answered questions.

**Begin Exam**

PLEASE NOTE: If you log off and restart, the exam will restart at the NEXT question from where you were at, not on the current question. These measures are in place to protect the integrity of the exam.

Your Institution Logo Here

### Structure of Academic Leveling course

*All ALC's are structured the same with the following elements:*

- ❖ 20 Question Pre-test
- ❖ 4-6 hours of instructional content
- ❖ 20 Question Post-test

**The Pre-Test must be completed before advancing to the instructional**

- ❖ The navigation bar on the left side of the module will allow you to navigate your sections as needed. Please note that your package may show additional courses, based on the needs of the school.

## Pre-test

The ALC's all start with a 20-question pre-test. The pre-test is intended only to get a baseline measurement of your knowledge going into the course.

The screenshot shows a web interface for a pre-test. At the top left is the PEREGRINE ACADEMIC SERVICES logo. The page title is "Foundations of Marketing - Pre-Test". Below the title, it says "Marketing - Marketing Strategy". The question is: "Which of the following is NOT a description of a role that firms play in the marketplace?". There are four multiple-choice options: A. quick followers, B. also-rans, C. barely-in-the-games (highlighted with a red border), and D. failure-to-launch. A "Record Answer" button is at the bottom. A small box in the top right corner shows "Question 1 of 20" and "2:35 Time".

### Pre-test Structure

- ❖ Questions are timed at five minutes per question
- ❖ Questions are all Multiple Choice
- ❖ Questions will only cover content presented within the module.

The screenshot shows the "Exam Summary" page after completing the pre-test. It features a navigation menu on the left with "Pre-Test" selected. The main content area says "Congratulations! You have completed:" followed by a yellow box labeled "Marketing Pre-Test". Below this is an "Exam Summary" table:

Exam	Question(s)	Time	Score
Foundations of Marketing - Pre-Test	20	13.7 minutes	30%

Below the exam summary is a "Subject Matter Assessed" table:

Subject Matter Assessed	Score
Channels of Distribution and Business Marketing Networks and Logistics	0%
Market Segmentation	33%
Marketing Research Tools	50%
Marketing Strategy	20%
What is Marketing	33%

At the bottom, there is a yellow box with a download icon and the text "Download your completion certificate". Below that, a message states: "In order to preserve the integrity of our online exams and training courses and because of proprietary rights, we cannot provide questions/answers upon completion of an exam or training course test." A "Proceed to the next section" button is at the bottom.

### Completion of the Pre-test

Upon completion of the pre-test, you will be provided with an exam summary. The exam summary will provide your total score, as well as the subject scores. You will also have an opportunity to download your completion certificate.

- ❖ Download Completion Certificate
- ❖ Total Score
- ❖ Subject Scores
- ❖ Proceed to instructional content

## Instructional Content of the Academic Leveling Courses

Once the pre-test has been completed, you are free to start the instructional portion of the Academic Leveling course. Each ALC course will contain approximately 4 – 6 hours of instructional content and interactive questions. All sections must be completed before advancing to the post-test.

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Section: Marketing / Section 2 / Marketing Segmentation

Academic Leveling Course

- Marketing
- Pre-Test
- Overview
- Section 1
- What is Marketing?
- Interactive Q&A
- Section 2
- Marketing Segmentation
- Interactive Q&A
- Section 3
- Section 4
- Section 5
- References
- Post-Test

Download Completion Certificate(s)

Percent Complete: 31%

1 / 12

### Instructional Content

- ❖ Navigational arrows to proceed through the module content
- ❖ Each ALC will contain 4-6 hours of instructional content and interactive questions
- ❖ Percent Complete Indicator

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Section: Marketing / Section 1 / Interactive Q&A #1 of 5

Academic Leveling Course

- Marketing
- Pre-Test
- Overview
- Section 1
- What is Marketing?
- Interactive Q&A
- Section 2
- Section 3
- Section 4
- Section 5
- References
- Post-Test

Download Completion Certificate(s)

Percent Complete: 31%

You have already completed this section, you may review the section questions or proceed to the next section. [Proceed to Next Section](#)

✔ Correct!

You chose:  
initiator  
Correct, please proceed to the next question.

Brian's boss is explaining the concept of buying centers in B2B marketing. His boss indicates that with complicated business purchases, it's not one person making the decision and that each purchase involves different roles. The VP says that the person who first kicks off the purchase process is the \_\_\_\_.

A  initiator

B  influencer

C  administrator

D  gatekeeper

[Proceed to Next Question](#) [Previous Question](#) [Next Question](#)

1 / 5

### Interactive questions

- ❖ Each instructional section will conclude with an Interactive Question and Answer Section.
- ❖ Interactive questions must be answered correctly before proceeding to the next question. If the question is not answered correctly, please review the recommended subject.

## Post-test

A post-test will conclude all Academic Leveling Courses. The difference in score from the pre-test to the post-test is the direct measure of knowledge gained throughout the ALC.

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Section: Marketing / Post-Test

Academic Leveling Course

- Marketing
- Pre-Test
- Overview
- Section 1
  - What is Marketing?
  - Interactive Q&A
- Section 2
  - Marketing Segmentation
  - Interactive Q&A
- Section 3
  - Channels of Distribution and Business Marketing Networks and L
  - Interactive Q&A
- Section 4
- Section 5
- References
- Post-Test

Foundations of Marketing - Post-Test

You are about to take a 20-question exam over the topic area(s) of:

- Marketing

All questions are timed and there is a countdown timer displayed for each question. You must select "Record Answer" to proceed to the next question. DO NOT let the time limit advance automatically to the next question because your response will not be recorded.

You cannot go back and review previously answered questions.

[Begin Exam](#)

PLEASE NOTE: if you log off and restart, the exam will restart at the NEXT question from where you were at, not on the current question. These measures are in place to protect the integrity of the exam.

Download Completion Certificate(s)

Percent Complete: 92%

### Starting the post-test

- ❖ All sections must be completed prior to starting the post-test.
- ❖ The Post-test will include 20 total questions.

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Question 1 of 20 3:00 Time [View timer](#)

Foundations of Marketing - Post-Test

Marketing - What Is Marketing

In the \_\_\_\_\_ stage, sales and profit margins rise as consumers buy the product and competition increases, and due to shakeout poor performing firms may exit the market.

- A  introduction
- B  growth
- C  maturity
- D  decline

[Record Answer](#)

You must select an answer and press "Record Answer" for your answer to be recorded. DO NOT let the time expire for the question you are on. If this happens before you answer a question, the exam will automatically advance to the next question and you will not get credit for the question you were on.

### Post-test

- ❖ Questions are timed at three minutes per question
- ❖ Questions are all Multiple Choice
- ❖ Questions will only cover content presented within the module.

Section: Marketing / Post-Test

Academic Leveling Course

- Marketing
  - Pre-Test
  - Overview
  - Section 1
    - What is Marketing?
    - Interactive Q&A
  - Section 2
    - Marketing Segmentation
    - Interactive Q&A
  - Section 3
    - Channels of Distribution and Business Marketing Networks and
    - Interactive Q&A
  - Section 4
  - Section 5
  - References
  - Post-Test

Congratulations! You have completed:

Marketing Post-Test

### Exam Summary

Exam	Question(s)	Time	Score
Foundations of Marketing - Post-Test	20	5.2 minutes	55%

If you are unsatisfied with your score you may retake this exam **1 more time**. Before attempting a retake, review your results and go back to study any sections you scored poorly in, to be sure you understand the concepts. The outcome of your final score will be used, regardless if the score is lower than your first attempt. [Retake](#)

Subject Matter Assessed	Score
Channels of Distribution and Business Marketing Networks and Logistics	100%
Market Segmentation	75%
Marketing Research Tools	67%
Marketing Strategy	0%
What is Marketing	0%

[Download your completion certificate](#)

In order to preserve the integrity of our online exams and training courses and because of proprietary rights, we cannot provide questions/answers upon completion of an exam or training course test.

You have completed all the training modules.

Percent Complete: 100%

## Completing the post-test

Upon completion of the post-test, you will be provided with an exam summary. The exam summary will provide your total score, as well as the subject scores. You will also have an opportunity to download your completion certificate.

- ❖ Download Completion Certificate
- ❖ Total Score
- ❖ One Retake Option\*
- ❖ Subject Scores

\*If you decide to utilize the Retake option, your original score will **not** be retrievable.



# 568001-1276494-190708

## Certificate of Completion

This is to certify that First Name Last Name

has completed the course/exam

Foundations of Marketing - Pre-Test/Post-Test

on 8th July 2019

with Peregrine Academic Services - GUEST Micro-Site

Topics	# Correct	Pre-Test	# Correct	Post-Test	Difference
Marketing	6 correct out of 20	30%	11 correct out of 20	55%	25%

### Subject Level Analysis

	Pre-Test	Post-Test
<b>Business Leadership</b>		
Business Leadership	2/12 = 16.67	1/15 = 6.67
Leadership Development and Succession	2/6 = 33.33	0/2 = 0.00
Traits, Motives, and Characteristics of Leaders	0/2 = 0.00	0/3 = 0.00
Average:	20.00%	5.00%

## Completion Certificate

The completion certificate will include:

- ❖ Total Score for the pre-test and post-test
- ❖ Post-test Difference
- ❖ Subject Level Analysis on second page of certificate



## Where can I find Technical Support and Frequently Asked Questions?

For additional **Technical Support** and **Frequently Asked Questions**, you may visit our website at [www.PeregrineAcademics.com](http://www.PeregrineAcademics.com). Under the **Support** tab, you will find various options to assist you with your technical support needs.



### Technical Support

*Additional Technical Support can be found on our website. Click the **Support** tab to access various technical support options.*

### Additional Student Support Links:

- ❖ Frequently Asked Questions: [www.peregrineacademics.com/home/frequently-asked-questions](http://www.peregrineacademics.com/home/frequently-asked-questions)
- ❖ Exam Access Link Retrieval: [www.peregrineacademics.com/home/exam-access-key-retrieval](http://www.peregrineacademics.com/home/exam-access-key-retrieval)
- ❖ Certificate Retrieval: [www.peregrineacademics.com/home/certificate-retrieval](http://www.peregrineacademics.com/home/certificate-retrieval)
- ❖ Correct Email Address: [www.peregrineacademics.com/home/correct-email-address](http://www.peregrineacademics.com/home/correct-email-address)
- ❖ If you experience further issues or your issue is not related to the above listed areas, please contact us at **877.260.1555** or complete a **Support Request Form**: <http://peregrineacademics.freshdesk.com/support/home>