•	Page	Content Title	NOTES
		Entry Page	
			Market Research
		Please introduce yours	self on the Course Forum
		Entry Page: Downloa	ad Assignments, Course Log, and review instructions.
	1	People with Disabilities Face Challenges	
	2	The Marketing Challenge Discussion Post	
0	3	What is Marketing and Job Development? Sample Ad Video	
	4	Marketing Perspective: Part One  Marketing Perspective: Part Two	

Course Log Notes: 2

**Content Title** NOTES Market Research: **Knowing the Business** Community **The Business Movement toward Worker Diversity The Business** Leadership Network Marketing **Employment** Services Marketing **Planning Checklist** Researching Regional **Businesses Researching Local Businesses Business Survey** 



Course Log Notes: 3

**Content Title** NOTES 10 Using the Web for **Employer Research Explore** Glassdoor.com 11 **Employer** Attitudes Review Kessler, ODEP, Able Trust... **Regional Studies of** 12 **Employer Attitudes Employer** Perspectives on Hiring **Key Market** 13 **Research Findings** 



Course Log Notes: 4

**Content Title** NOTES **Employers Who Welcome People** with Disabilities **15 Explore Seasonal** Work **Resource Guide** 16 Internet-Based **Market Research Review Video** 17 **Court the Employer** 

Course Log Notes: 5

**Content Title** NOTES Using Accommodation Research **Accommodations Costs and Company Savings** 19 **Research to Build** Long-Term Relationships **Employer Advisory** 20 Committee 21 **Using a Job Bank Job Bank Form** 



Course Log Notes: 6

<b>V</b>	Page	Content Title	NOTES
	22	Summary	
_			
	23	Activity	
		TDIVIA	
		INIVIA	
		Continue	
			Marketing Tools
	1	Marketing Tools in	
_		Supported	
		Employment	
		Role of the Media	
		Disability	
		Stereotypes	
	2	Publications as	
	2	Marketing Tools	
		, and the second	

Course Log Notes: 8 **Content Title** NOTES **Business Card as a Marketing Tool Common Business Cards Mistakes Public Speaking** and Presentations **Review Video Presentation Kits** 10

<b>V</b>	Page	Content Title	NOTES
	11	Video Presentations	
	12	Employer Marketing Preferences	
	13	Job Sharing	
	14	Web Social Media LinkedIn	
		Setting Up a Marketing Blog	

Course Log Notes: 10

•	Page	Content Title	NOTES
	15	Using Facebook for Marketing	
		Facebook Applications	
	16	Using Twitter to Communicate	
		Twitter for	
		Businesses	
		TweetMyJobs.com	
	17	Marketing Tools Summary	

Page	Content Title	NOTES
	Content Title	Job Development
 1	Fight Stone to Joh	Job Development
1	Eight Steps to Job  Development	
	Development	
 2	Networking	
2	Networking	
	Review Videos	
3	Incentives to	
	<b>Generate Referrals</b>	
	Unwritten Rules of	
	Referrals	
4	Networking	
	Preferences	



<b>V</b>	Page	Content Title	NOTES
	5	Approaches for Making Contacts	
		Ways to Make the Most of Contacts	
		Writing to a Prospective Employer	
	6	Getting through the Roadblocks	
	7	Initial Meetings and First Impressions	
	8	Gather Information in Initial Meetings	



<b>V</b>	Page	Content Title	NOTES
	9	Face-to-Face Interaction	
	10	Direct Job Development Conversation Reword the Jargon Activity	
	11	Responding to Employer Objections	
	12	Employer Objection and Response Activity	
	13	Disclosure of Disability  Mental Illness and Disclosure  Disclosure Decisions  International Disability Rights	



Course Log Notes: 14

**Content Title** NOTES 14 Disclosure is a **Personal Decision Video Review Disclosure and** Interviewing/ 411 Form 15 **US Hiring Incentives International Table** of Hiring **Incentives** The "Close" 16 **17 Self-Assess Your Listening Skills** 

<b>V</b>	Page	<b>Content Title</b>	NOTES
	18	Follow-Up Correspondence to Contacts	
	19	Collaboration with Other Organizations	
	20	Job Development Review Activity	
			Job Development Tools
	1	Tools of Job Development	
	2	Applicant Resumes	



<b>V</b>	Page	Content Title	NOTES
	3	Cover Letters/Letters of Introduction Sample	
	4	References	
	5	Video Resumes	
		Fact Sheet	
		Sample	
		EEOC Policies	
	6	Skills Portfolios	
		Sample Format	



MARKETING & JOB DEVELOPMENT Course Log Notes: 17 **Content Title** NOTES **Job Carving Questions for Employers on** Tasks **Setting up the Job** Interview **Preparation Tips Calendar to Organize Contacts Sample Calendar Google Calendar** Tool **Employees Active** 10 in Job Search **Supporting Those** with High Needs



<b>/</b>	Page	<b>Content Title</b>	NOTES
	11	Job Development Everyone's Job	
	12	Hard Work Will Pay Off	
	13	Summary: Job Development	
	)	DISCUSSION BOARD PARTICIPATION	
	)	READINGS	
_		Course Evaluation	
		Course Exam Prop	Review the Welcome to your Post-Test information.