

Preface

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The Creation of this Open Educational Resource (OER)

This textbook and ancillary materials were created as part of the Illinois Support for the Creation of Open Educational Resources (SCOERs) project, facilitated by the [Consortium of Academic and Research Libraries in Illinois \(CARLI\)](#) and funded by a \$2 million [Open Textbooks Pilot Program grant from the Department of Education](#) and the [Fund for the Improvement of Post-Secondary Education](#).^[1]

Illinois SCOERs is a true statewide enterprise fundamentally changing the open educational resources landscape in Illinois by providing a new holistic support model that promotes student success through OER awareness, implementation, growth, and adoption. This project features a collaboration between educational systems in Illinois, the library community, and workforce representatives. Developed OER course materials will be released under a license that permits their free use, reuse, modification, and sharing with others., the library community, and workforce representatives. Developed OER course materials will be released under a license that permits their free use, reuse, modification, and sharing with others.

About this Book

This book and its ancillary materials were made possible through an Illinois SCOERs Subgrant awarded to Liesl Cottrell, Karen Calendo, and Elisabeth Dellegrazie at Concordia University Chicago. The materials created for MKT-2101: 21st Century Concepts of Marketing, a high enrollment course for undergraduate students.

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Developing authors remix existing OER and create content from evidence-based sources that are aligned with the Illinois Board of Higher Education.

Contributors

Contributors to the development of this OER textbook/ancillary material include educators, librarians, and staff from Concordia University Chicago.

Illinois SCOERs Project Staff

The Illinois SCOERs Project Staff helped coordinate the management of the Open Textbook Pilot grant that made this OER possible. Topical experts shared their knowledge on open educational resources, incorporating technologies including 3D printing, accessibility, author rights, instructional design, publishing, and participated with the review and proofreading processes.

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Advisory Committee

The Illinois SCOERs Advisory Committee provided input on the subgrant applications, and the materials produced and contains industry members, librarians, graduate students, and representatives from our project partners:

- Illinois Community College Board
- Illinois Board of Higher Education
- Illinois Department of Commerce & Economic Opportunity
- Illinois Heartland Library System
- Reaching Across Illinois Library System
- Illinois State Library
- Illinois Library Association
- Health Sciences Librarians of Illinois
- University of Illinois Urbana-Champaign's Division of Disability Resources and Educational Services
- Laurie Brown, Executive Director, Hickory Point Christian Village (assisted living) and Illinois Workforce Investment Board Local 1949 Chair
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- Danna Williamson, Nursing Education Specialist, Carle Foundation Hospital Clinical Education

Peer Review

The Peer Reviewer process was completed by the following reviewers:

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Suggested Attribution Statement for this Book

Content that is not taken from the above OER should include the following attribution statement:

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References

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[1] The contents of this publication were developed under a grant from the Fund for the Improvement of Postsecondary Education, (FIPSE), U.S. Department of Education. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.