



Oakland University

Student Business Services

Store Setup and Standards Guide

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Oakland University
MarketPlace Setup and Standards

MarketPlace Standards

- Any type of department communication (e-mail, paper, or Web site) that includes a link to MarketPlace or information about using MarketPlace should be sent to SBS to review prior to publishing.
- Any links or attachments to the products in MarketPlace must also meet the basic MarketPlace standards such as content, grammar, spelling and punctuation.
- Modifiers must include formatting hints if not apparent, such as "Phone Number (xxx-xxx-xxxx) or Date of Birth (MM-DD-YYYY)"
- All events and products that are for a specific date or time period need a disable date. The disable date should be sent to Student Business Services (SBS) on the New Product Request Form where it will be added to the calendars of SBS MarketPlace administrators and to the departments MarketPlace contact. On the disable date the MarketPlace department contact should log in and disable the product.
- All events should include: date, time, location and event title or description. If applicable, items should include contact name and number, and cost. List events on the same day in time order. The location should be a link to the Oakland University Campus Map if the event takes place on campus. If the event does not take place on campus the location should link to an applicable map (linking to Map Quest or an equivalent with the event location saved is acceptable).
- If any products or services within a store are taxable, or the store expects to sell taxable items in the future, the default accounting code should be set to sales tax and products and services should use the appropriate revenue accounting code override.
- MarketPlace is only to be used for sales where the payment information is entered by the purchaser. Departments are not allowed to use MarketPlace to process payments that they receive in other ways (for example in person, telephone or mail). If the department wishes to accept payments in person, over the telephone or through mail, they must contact Student Business Services at cashiers@oakland.edu for more information.

Oakland University Store Setup and Standards

Store managers must set up their stores in accordance with the following standards determined by Student Business Services, Finance and Administration, and Communications and Marketing.

- ▼ Golf Course uStore
 - Settings
 - Accounting Codes
 - Users
 - ▼ Stores
 - Add Store
 - ▼ Golf Course
 - ▼ Store Settings
 - General
 - Store Users

General Settings

Store ID: This automatically generated number creates a unique URL for a store. If Single Store (below) is set to “Yes” and Display in Mall is set to “No”, users can only navigate to that store by using a direct link. Departments will be provided that link when their store is created.

Store Name / Display Name: The ‘Store Name’ is used to access a store in the MarketPlace Operations Center. The ‘Store Display Name’ is what customers will see on a store’s web pages. Both names should reflect the department that a store is created for. The display name can be a DBA different from a store Name.

Return Policy: The return policy should be clearly written and understandable by the average user. If a store has special conditions, they should be reviewed by General Counsel.

Special Announcements: The special announcement is used to communicate important information and deadlines for a store. For example, if a store is going to be offline for maintenance, that should be announced ahead of time in the ‘Special Announcements’ section. A deadline for a course or program or an early registration discount could also be indicated there.

E-mail Announcements: There are three types of e-mail announcements: ‘E-mail Fulfillment Announcement’, ‘E-mail Order Announcement’, and ‘E-mail Cancel Order Announcement’. These each contain generic text that appears on the given type of e-mails for all products in a store. For example every time an order is canceled, regardless of the product or category in which it is, the ‘E-mail Cancel Order Announcement’ text will be sent to the user whose order has been canceled.

- E-mail Fulfillment Announcement: this text is sent to a user when an order is placed for a product that is set to auto-fulfill, or when an order is fulfilled for a product that is not set to auto-fulfill. Generally this would include text such as “Thank you for your order. Your payment has been processed” or “Thank you for supporting Meadow Brook Hall! Your order has been processed and will be shipped within 24 hours”.

Campus Wear General Settings

Settings on this page change your store display and global options that will apply to products.

Store is currently **ONLINE**.

Take Store Offline

Delete Store

Store Id :	23
Store Name:	<input type="text" value="Campus Wear"/>
Store Display Name:	<input type="text" value="Campus Wear"/>
Return Policy: (5,000 chars max)	<input type="text"/>
Special Announcement: (5,000 chars max)	<input type="text"/>
Email Fulfillment Announcement: (5,000 chars max)	<input type="text"/>
Email Order Announcement: (5,000 chars max)	<input type="text"/>
Email Cancel Order Announcement: (5,000 chars max)	<input type="text"/>
Store Home Page Layout:	<input type="button" value="Splash (Top Level Categories and Splash Image)"/>
Total Digital File Space Used By Store (bytes):	0
Total Size Available for Digital Files (bytes):	200,000,000
Allow Partial Refunds:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Allow The Refunding Of Shipping:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Allow Recurring Payments On Products:	<input type="radio"/> Yes <input checked="" type="radio"/> No

Oakland University MarketPlace Setup and Standards

- E-mail Order Announcement: this text is sent to a user when an order is placed for a product that is not set to auto-fulfill. Generally this would include text such as “Thank you for supporting Meadow Brook Hall! Your order has been received and will be processed shortly” or “We have received your order. Thank you for your support! You will receive another e-mail when your payment has been processed.”
- E-mail Cancel Announcement: this text is sent to a user when an order is canceled prior to being fulfilled. Generally this would include text such as “Your order has been canceled. We are sorry for the inconvenience. Please contact Meadow Brook Hall at mbh@oakland.edu for more information about this order.”

Note: If a store sells both courses and products, for example, it would be inappropriate to just state “Your registration has been processed” in the E-mail Fulfillment Announcement. The statement must make sense for users that registered for courses as well as those who ordered products.

Store Home Page Layout: Each layout has advantages and disadvantages. If a store has many categories, the default layout works well. If a store has just products with no categorization, or only a few categories the Splash (Top Level Categories and Splash Image) may work better.

Note: If a store is changed to the Splash layout after using the Default layout, products from the Store Home Page category must be moved into other categories, or they will not appear in the store for users to see.

Total Digital File Space Used by Store / Total Size Available to Digital Files: This information is provided for stores that sell digital content such as online courses, or software applications.

Allow Partial Refunds: To use the partial refunds mode, select Yes. Otherwise Fulfillers will only be able to refund the entire cost of the product or service. Partial refunds are helpful in situations such as a store that offers early registration discounts or other types of discounts. If a shopper forgets to enter the discount code, a fulfiller could do a partial refund for the difference.

Allow The Refunding of Shipping: This should generally be set to Yes so that shipping can be refunded if necessary. For stores that do not ship products this can be set to No.

Allow Recurring Payments On Products: This option is only applicable to donation products. When this option is set to Yes, recurring payment plan functionality can be added on a product-by-product basis. This would be applicable for stores selling an ongoing service such as a membership or subscription.

Single Store Only: If Single Store Only is set to “Yes”, customers can be linked directly to a store without going through the MarketPlace mall. If users are linked to a store directly, the settings below can also be to customize.

Note: Customizations must make sense in all instances of the alternate text and must be approved by SBS before changes are made in production.

Alternate "Add to Cart" Text—On the product pages in the MarketPlace shopping application, the words "Add to Cart" appear on buttons. If this language does not fit the needs of a store, alternative text should be entered in this field.

Alternate "Shopping Cart" Text—At various places in the MarketPlace shopping application, the words "shopping cart" appear. If this language does not fit the needs of a store, alternative text should be entered in this field. (The entry in this field will

Single Store Only:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Single Store Only Options: <i>only used when running as a single store</i>	
Alternate "Add to Cart" Text:	<input type="text"/>
Alternate "Shopping Cart" Text:	<input type="text"/>
Alternate "Continue Shopping" Text:	<input type="text"/>
Alternate "Checkout" Text:	<input type="text"/>
Alternate "Order" Text:	<input type="text"/>
Alternate "Buyer" Text:	<input type="text"/>
Show Cart Quantity:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Promotional Code:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Show Shipping Rates:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Show Return Policy:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Show Registration:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Show Store Title Image In Header:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Show Store Name In Header:	<input type="radio"/> Yes <input checked="" type="radio"/> No

Oakland University
MarketPlace Setup and Standards

also replace instances of "My Cart" in the top navigation bar, including the cart icon image.) 'Registration Cart' often works well for departments selling only registrations and not physical products.

Alternate "Continue Shopping" Text—As part of the Shopping Cart and Checkout pages, a "Continue Shopping" button appears. If this language does not fit the needs of a store, alternative text should be entered in this field.

Alternate "Checkout" Text—After the customer has placed items in their shopping cart, they can view the Shopping Cart. This page includes a "Checkout" button that can be used to initiate the checkout process. If this language does not fit the needs of a store, alternative text should be entered in this field.

Alternate "Order" Text—At various places in the MarketPlace shopping application, the word "order" appears. If this language does not fit the needs of a store, alternative text should be entered in this field.

Alternate "Buyer" Text—At various places in the MarketPlace shopping application, the word "buyer" appears. If this language does not fit the needs of a store, alternative text should be entered in this field.

Show Cart Quantity: If products can be purchased in multiples, this must be checked. If courses are being sold, this can be unchecked, and the quantity column will not display.

Show Promotional Code: If promotion codes are used to grant certain groups discounts, such as early-registration discounts, this should be set to "Yes". If no promotions are used, then this can be set to "No".

Show Shipping Rates: If a store doesn't sell goods that need to be shipped, this can be set to "No".

Show Return Policy: This controls whether the Return Policy link appears. If a store doesn't sell any products that can be returned, this can be marked "No".

Show Registration: If a store wants users to be able to register, which will allow MarketPlace to save the users contact and payment information, this should be set to "Yes".

Show Store Title Image in Header / Show Store Name in Header: These two items control what appears in a store header. If a store name is embedded in a store Title Image, the Show Store Name in Header should be "No", otherwise mark it "Yes".

Header: The text or HTML entered in this field will appear in the header area of the Marketplace shopping application. The additional text or HTML only appears when the store is displayed in single-store mode.

Left Navigation: The text or HTML entered in this field will appear in the left navigation area of the Marketplace shopping application; below the store logo (if a store logo is being used). The additional text or HTML only appears when the store is displayed in single-store mode.

Footer: The text or HTML entered in this field will appear in the footer area of the Marketplace shopping application. The additional text or HTML only appears when the store is displayed in single-store mode.

Header (10,000 chars max):	<input type="text"/>
Left Navigation (10,000 chars max):	<input type="text"/>
Footer (10,000 chars max):	<input type="text"/>
Store Is Viewable In Mall: (Only applicable for Single Store Only)	<input checked="" type="radio"/> Yes <input type="radio"/> No
Perform General Ledger Updates:	<input type="checkbox"/> (if checked, accounting code entry is required)
Default Accounting Code:	<input type="text"/>
E-mail addresses to notify when donations are made:	<input type="text"/>

Save

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Store is Viewable in Mall—Select the "Yes" radio button. Only applies if a store uses the Single Store Only option. The "Store is Viewable in Mall" option determines if a link to a store appears on the home page of the MarketPlace shopping application.

Note: If the Single Store Only option is set to "Yes" AND the "Store is Viewable in Mall" option is set to "Yes", a store will not use the single-store-only customizations when reached via the MarketPlace mall. In this situation, the single-store-only customizations will only be used in conjunction with a direct link that includes the SINGLESTORE="true" parameter. This is the setting Oakland stores should be using.

Perform General Ledger Updates: This box should be checked. MarketPlace was purchased to automate the accounting for online sales. The default accounting code represents the fund/account that revenues will be posted for this store's sales. Individual product revenues can be posted to different accounting code; however, the code must be created in Banner and setup by the MarketPlace administrator.

Default Accounting Code: This field only appears for merchant managers. When the "Perform General Ledger Updates" checkbox is checked, a Default Accounting Code must be selected from the drop-down list. This field lists all the accounting codes that are available for this store to use. If the store has a sales tax accounting code, it should be set as the stores default accounting code.

E-mail addresses to notify when donations are made: If a store will allow users to make donations (subject to University Relations approval), enter the e-mail address of an employee who will be notified when a donation is made. This will allow prompt acknowledgement of a donation to be sent to the donor, along with other actions required for donations. (An employee in University Relations should be included also.)

- ▼ Marketplace Home
 - ▶ System Administration
 - ▶ Alumni Gifts
 - ▶ Arts & Science (CAS)
 - ▶ CSITS
 - ▶ Executive Events
 - ▶ Golf Course uPay
 - ▼ Golf Course uStore
 - Settings
 - Accounting Codes
 - Users
 - ▼ Stores
 - Add Store
 - ▼ Golf Course
 - ▼ Store Settings
 - General
 - Store Users
 - Images
 - Payment Methods

Store Users

If departments wish to add new users to their store, they should visit the cahiers' MarketPlace page at www.oakland.edu/marketplace to get more information and download applicable forms.

Note: New users must only created by Student Business Services and only after an 'Access Request Form' has been received.

Store Managers:

- Manage their store's settings including products, categories, images, and payment methods
- Review Store Revenue reports by Product, Stock Number, Product Type, and Totals

Store Clerks:

- Add and edit products in their store and move products among categories

Fulfiller with Refund/Cancel Rights:

- Fulfill orders
- Refund orders

Campus Wear Users by Role

Click the user's name to send an e-mail. Click Edit User to change the user's roles.

Add User
View All Marketplace Users

Store Managers

Full Name	Username	Action
Gary Johnson	gjohnson	Edit User

Fulfillers With Cancel/Refund Rights

Full Name	Username	Action
Gary Johnson	gjohnson	Edit User

Fulfillers

Full Name	Username	Action
Gary Johnson	gjohnson	Edit User

Store Clerks

Full Name	Username	Action
Gary Johnson	gjohnson	Edit User

Store Contact

Full Name	Username	Action
Gary Johnson	gjohnson	Edit User

Oakland University MarketPlace Setup and Standards

- Cancel orders
- For orders made with an ACH payment method, override the waiting period and proceed with fulfillment

Fulfiller

- Fulfill orders

Store Contact (1 per store):

- This is the designated contact that appears on a store site.
- The contact's e-mail address appears on a store's product and category pages and in automatically generated order confirmation e-mails sent to buyers
- If no e-mail information is available for a store contact, order confirmations will use the default e-mail address specified by an administrator in the site's general settings

Store Images

A store can have a unique logo image and store title image. A store title image only appears when directly linking to a store using the single store link. Any images used for a store must have Communication and Marketing approval. CD's of professional photos related to a department may be purchased from C&M for about \$8. Contact SBS for more information about purchasing photos.

A store **logo image** appears on the left-hand side of product pages in a store. If the store is set to single-store-only mode, this image will not display if use a store title in the header is selected (on the [Store] General Settings page).

Store Title Image: This option only appears if both 1) single-store-only mode is selected when choosing store settings and 2) use a store title in the header is selected (on the [Store] General Settings page). In this case, a store title image will be used if the customer arrives at a store by using a direct link that includes the "SINGLESTORE=true" parameter. This image will appear in the header area of a store's web pages.

Important! OU's MarketPlace standard is to not use a store title image. This will allow for a consistent look among stores, since every MarketPlace page will have the Oakland University header.

The **splash image** appears on a store's home page only when the Splash home page layout is selected (in general settings).

Campus Events Image Settings

Use graphics in JPG, GIF, or PNG formats. Maximum file size is 250K.

Logo Image

(no store logo)

(recommended W x H: 150 x 300 pixels)

[Upload Logo Image](#)

Splash Image

(no store splash)

(recommended W x H: 530 x 280 pixels)

[Upload Splash Image](#)

You can link the splash image to one of the following

Store Category:	<input type="text" value="none"/>
Product:	<input type="text" value="none"/>
Or a specific url:	<input type="text"/>
plus a description (shown as the alternate text):	<input type="text"/>

[Save](#)

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MarketPlace Setup and Standards

Payment Methods

Choose which payment methods a store will accept here. It is not recommended to accept ACH as a payment method if a store only sells goods. However, if intangible items are sold, such as conference registrations, with enough lead time to verify the ACH will not be rejected (3 days or more) then ACH payments may be acceptable. The University currently accepts Visa, MasterCard and ACH payment methods through MarketPlace.

Shipping Rates

Use the shipping rates table to add new shipping rates or edit existing rates.

Note: Even products and events that do not require the shipping of a physical product require a shipping class. In these cases generally a shipping class called 'None' or 'No Shipping' would be added.

Click Add New Shipping Class to create new shipping class.

Shipping Class: When shoppers buy a product, they choose how they want it shipped - for instance, first-class or overnight, or which commercial carrier. Their list of choices and the rates they're charged come from the shipping class.

Shipping classes allow for grouping of physically similar products and for charging different shipping rates for each shipping class, for all the ways those items may be shipped. Before any products can be added to a store, at least one shipping class must be defined. Later, when products are added, the store manager or store clerk will assign a shipping class to each product.

Once the new shipping class is setup, the delivery method chart can be completed.

Use the **Enable** check box to indicate which methods that are currently offered to customers.

Based on anticipated shipping costs for each class of item, generally based on weight, indicate the **base charge** for a single item and **additional charges** for multiple items.

Indicate if a **shipping address is required**, generally US Mail, FedEx and UPS methods require a shipping address.

If products are taxable, indicate the **sales tax class** that should be used based on the default delivery location. Work with the Accounting Office to determine if a store's sales are subject to tax.

If the sales tax portion of the sale should be credited to an **alternate account**, provide the applicable detail code from Banner. This needs to be setup in Banner ahead of time.

Finally, verify the **default delivery location**. This is the location the products are shipped from. Generally, use Rochester, Michigan for on-campus departments.

Golf Course Payment Methods

Payment methods are configured in Payment Gateway for the host system account. Select a default. Authenticate Marketplace administrator.

Host System Account:	Golf Course uStore	
Payment Method	Default For New Products?	Sort Key
Visa	<input checked="" type="checkbox"/>	<input type="text"/>
MasterCard	<input checked="" type="checkbox"/>	<input type="text"/>
webCheck	<input checked="" type="checkbox"/>	<input type="text"/>

[Save](#)

CSITS Shipping Classes

A shipping class is required for product setup. Available delivery methods and tax rates are set up by the administrator.

[Add Shipping Class](#)

Shipping Classes

Name	Actions
Commencement DVD	Rename Delete

Store Default Accounting Code: CSITS Sales Tax

Note: Retain the default accounting code for your store's GL submissions, or select an accounting code for each delivery method to override the default.

Shipping Class: Commencement DVD

DeliveryMethod	Enable?	Base Charge (\$)	Per Additional Item Charge (\$)	Require Shipping Address?	Allowed Countries	Tax Class	Accounting Code Override
None	<input type="checkbox"/>	0.00	0.00	<input checked="" type="checkbox"/>	N/A	default tax rate	
Walk-In	<input type="checkbox"/>	0.00	0.00	<input checked="" type="checkbox"/>	N/A	default tax rate	
US Mail	<input checked="" type="checkbox"/>	3.58	3.58	<input checked="" type="checkbox"/>	Select Countries	default tax rate	CSITS Taxable Sales
Fed Ex Ground	<input type="checkbox"/>	0.00	0.00	<input checked="" type="checkbox"/>	N/A	default tax rate	
UPS 2nd Day	<input type="checkbox"/>	0.00	0.00	<input checked="" type="checkbox"/>	N/A	default tax rate	
UPS Brown	<input type="checkbox"/>	0.00	0.00	<input checked="" type="checkbox"/>	N/A	default tax rate	

Default Delivery Location:

City: Rochester

State: Michigan

ZipCode: 48309

[Save Commencement DVD Shipping Class](#)

Oakland University MarketPlace Setup and Standards

Categories

Use categories to group products on a store's page. For instance, if a store has both one-time events and on-going courses, it may be helpful to setup a category for each type of product. For stores that sell physical products, it may be helpful to create categories to keep similar products together. For example, a store could create categories for apparel, gift items, media, etc. This makes it easier for customers to find exactly what they want, without viewing products in which they're not interested.

Click Add New Top-Level Category to add a category. To add a sub-category to an existing category or sub-category, click the New Sub-Category link. Be careful how deep categories go down: customers don't want to drill down 4 categories to find only 1 product. **A sub-category should have at least 3 products.**

Indicate the new (sub-) category name and choose the product layout within the (sub-) category. Click Ok when finished.

Detailed: The shopper sees product thumbnail images, short descriptions, names, and prices. This layout works well for categories that don't contain many products, or to quickly advertise more information about the products in a category. The shopper scrolls down the page to see each detailed product listing.

Thumbnail: The shopper sees product thumbnail images and names. This layout works well for many product groupings. Products appear from left to right in rows on the page.

Name and Price: The shopper sees product names and prices. This layout works well when products don't have images, or when the category contains many products. With the Name and Price layout, shoppers won't have to scroll as far through a long product list.

Use the Manage Category Listing Order link to determine the sort order of your categories.

Note: For numbers 1 through 9, use a leading zero (01, 02, 03, and so on). This ensures the listing order will be correct.

Campus Wear Category Settings

A category link is shown to buyers only if it contains products.

[Add Top-Level Category](#) [Manage Category Listing Order](#)

Current Categories

(number in parentheses is number of products in category)			
Coffee Cups (4)	Edit	Delete	Add Sub-Category
Hats (2)	Edit	Delete	Add Sub-Category
Sweatshirts (2)	Edit	Delete	Add Sub-Category
T-shirts (2)	Edit	Delete	Add Sub-Category

Center for Executive and Continuing Education

Home | Center for Executive and Continuing Education | Career Development

Name	Price	
 Quantitative Methods Workshop	\$700.00	View Details
Financial Planning Exam Review 2009 - 2010	\$850.00	View Details
Computer-Based Office Skills Course: Level 1	\$320.00	View Details
Computer-Based Office Skills Course: Level 2	\$320.00	View Details

SEHS Professional Development

Home | SEHS Professional Development | Workshops

Workshops



Counseling Supervision



Workplace Violence



Transitioning from Grad Student to LPC



Starting a private Practice in Counseling

Meadow Brook Hall Museum Shop

Home | Meadow Brook Hall Museum Shop | Posters



MBH Concours Vintage Poster 1979

\$25.00

Special edition 1979 Meadow Brook Hall Concours d'Elegance. Featured Artist: Clark Lincoln

Quantity:

[Add To Cart](#)



MBH Concours Vintage Poster 1982

\$20.00

1982 Meadow Brook Hall Concours d'Elegance. Featured Artist: Walter Gotschke

Quantity:

[Add To Cart](#)

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After a (sub-) category is created, images can be added and the layout can be changed by using the Edit link.

The category name, product layout (described above), and images can be changed by using the Edit form.

Using Category Graphics

Shoppers see store category images when they browse through categories in a store. If a category doesn't use a logo image, a store's logo image will appear instead.

The **category logo image** appears at the left-hand side of the page. The **thumbnail image** appears beside the category name in lists of subcategories. It doesn't appear beside top-level category names.

Image Specifications

- Only GIF, JPG, or PNG are allowed formats for images.
- Category logos are best displayed at a width by height of 150 x 300 pixels.
- Category thumbnails are best displayed at 80 x 80 pixels.
- All images must have file sizes of 250K or less.

Click Upload logo / Upload thumbnail image to upload images.

Use the Browse button to locate a file on a network or PC hard drive.

- ▼ Campus Stuff
 - Settings
 - Accounting Codes
 - Users
- ▼ Stores
 - Add Store
 - ▶ Campus Books
 - ▶ Campus Events
 - ▼ Campus Wear
 - ▼ Store Settings
 - General
 - Store Users
 - Images
 - Payment Methods
 - Shipping Classes
 - Categories
 - Products
 - Allowed Groups
 - Group Payment Methods
 - Promotions

Linking to a Store Category

To link directly to a specific store category (when store is displayed in Mall only), navigate to the shopping application (uStores) and then open the category page that to be linked to. Copy the URL displayed in the browser's address field. The URL for a store category uses the following format:

`http://[server]/[context]/web/store_cat.jsp?STOREID=[store ID#]&CATID=[category ID#]`

Products

Add a New Product Wizard

Click on the **Products** link to work with the stores products. These are the actual courses, events and goods that customers can purchase.

When a store is first created, there are no products, click Add a New Product to start the process. Products can also be added from a file (see the MarketPlace User Guide for detail instructions.)

Campus Wear Product Management

Use the Choose Category list to see products in another category. To move a product, select from the Move Selected To list, then click the Move Selected To button.

Category: (Not Shown To Buyer)

Choose Other Category: (Not Shown To Buyer) ▼

Select	Product Name	Sort Key	Quantity Remaining	Status	Modifiers	Action
<input type="button" value="Move Selected To:"/> <input type="text"/> (Not Shown To Buyer) ▼ <input type="button" value="Update Sort Order"/>						

Add A New Product Wizard : Step 1

Use the generic product type for physical articles. Payment methods are configured for the host system account in Payment Gateway.

Product Name: (200 chars max)

Short Description: (500 chars max)

Long Description: (30,000 chars max)

Product Type

Generic
 Digital
 Donation

Price: \$

Allowed Payment Methods:

AmEx
 Discover
 MasterCard
 Visa
 webCheck
 Departmental Charge

Days To Wait before processing ACH Payments:

Oakland University MarketPlace Setup and Standards

Existing products are displayed by category here. The default view is Store Home Page. These are products that don't have category assigned.

Important! *Never reuse products for recurring or similar events; every time an event occurs a new product must be created. This applies to both the test and production MarketPlace instances.*

Clicking the Add New Product link launches the new product

Product Name: All products need a Product Name. Shoppers see the product name when browsing in the site. It also appears in order and billing confirmations, store financial reports, and fulfillment event records. Product names should be unique. For events that recur (every year, every semester, etc.), include the year and/or semester in the product name. For example instead of 'Film Camp' use 'Film Camp Fall 2009'.

Short Description: Shoppers see this short product description in the detailed product layout.

Long Description: Shoppers see this description when they click the product name within a category. This should include all the important information about a product or event. Cost should always be included, and, for events, date, time and location are also required. The long description can also be used to preview or advertise available options. If the product requires special shipping information or if its return policy differs from a store policy, those details can be displayed here.

Note: HTML can be used in both Short Description and Long Description. See **Appendix A: Formatting MarketPlace with HTML** pg. 22 for valid HTML tags. See the Templates section on <http://www.oakland.edu/marketplace/productsetup> for HTML templates.

Product Type:

Generic - This product type encompasses a wide range of products. Typically, these are physical products that require shipping (or pickup by the customer), but they may also be conference/seminar registrations.

Digital - A digital product (e.g., a PDF, an audio file, a video file, a Flash presentation, a Microsoft PowerPoint presentation, etc.) that can be downloaded by the customer. Typically, these products do not require shipping; however, it is possible to use this product type to create a digital product and also request a shipping address so that a physical copy of the file (or a related product or document) could be shipped to the customer. Before Digital is selected as the Product Type, there must be a shipping class that is appropriate for digital products. For example, in many cases this could be a shipping class of "none."

Donation: this product type can not only be used to collect donations, but also for ongoing products or services for which recurring payments are applicable. If Donation is selected as the Product Type, there has to be a shipping class that is appropriate for donations, such as 'None' or 'No shipping'.

Price: This price is the base price for the product. The price can be affected by articles and modifiers. If the Product Type is "Donation," do not enter a price.

Important! *If the product is a donation or sponsorship or if the price of a product includes a donation or sponsorship part, approval from University Relations must be received in writing prior to adding the product to MarketPlace. Departments must follow the established university Policy 500: Gifts, Pledges, and Grants which can be found the Administrative Policies and Procedures on the Oakland University website.*

Payment Methods: All merchants should allow Visa and MasterCard. SBS can help stores decide if they should allow ACH payments.

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Note: If no payment method is chosen, the product will not be displayed to shoppers. For the product to be displayed, choose at least one payment method.

After choosing to Continue, Step 2 appears.

Prompt for Donation amount: (Donation only) the prompt that asks the customer for the donation amount can be customized.

Shipping Class: This is generally a shipping class that can be used to deliver goods and other materials related to a purchase, such as course materials or conference materials. If the product type is Digital, and no physical media is being shipped, a shipping class “None”, that includes no shipping methods, can be selected. This shipping class must be setup prior to creating the product.

Note: Even intangible products such as event registrations, CE courses, etc. may need an address to mail certificates, tickets or other materials to the buyer. The “None” or “Walk-in” methods can be set up to ask for a delivery address if needed.

Tax Class: If a store is selling goods or services, tax may need to be charge on the sales. Prior to creating products, store managers should meet with the tax accountant in the Accounting Office to determine applicability of sales tax. If a product is not subject to sales tax, choose ‘No Tax’. Educational courses and seminars are generally not subject to tax. If a store sells other goods and services, such as tours, merchandise, golf cart rental, the products may be subject to tax.

Accounting Code Override: Generally, product revenues are posted to the default store fund/account. If the revenues from a product should be posted to a different fund/account than other products in a store, SBS will need to approve and setup a new detail code for the product in Banner. Alternatively, all revenue can be posted to a clearing account and a JV used each month to transfer the revenues to the appropriate fund/account using MarketPlace reports.

When selling physical products, the default accounting code will be a sales tax account and the accounting code override will need to be set to a revenue account for every item in that store.

Special Authorization Required: If the purchase of this product requires the customer to provide additional information that can be used to authorize the purchase (such as Grizzly ID number or a code only given to a specific audience), choose the Yes radio button. Also, enter text in the ‘If yes, enter prompt displayed to buyer’ field. This prompt will appear on the product page and ask the buyer to enter additional information. If no text is entered in ‘What is the answer to the prompt?’ then no authentication will take place on the value the buyer enters in this field; however, this value can be viewed during the fulfillment process, allowing the fulfiller to determine how the order should be processed. This would be used when each student will be entering a different number (such as Grizzly ID). If an answer is entered, the buyer’s answer will have to match exactly the answer entered on this screen in order to purchase the product. This would be used if an authorization code will be given to a specific audience.

Shipping/handling message: This message will appear on the packing slip that is printed during the fulfillment process. This message can contain special handling instructions for the employee packing the item, or special information for the buyer to read when they receive the package.

After choosing to Continue, Step 3 appears.

Add A New Product Wizard : Step 3

Use graphics in JPG, GIF, or PNG formats. Maximum file size is 250K.

Back To Product Management

Upload images for sweatshirt:

(max W x H = 250 x 250 pixels)
[Click here to upload full size image](#)

(max W x H = 80 x 80 pixels)
[Click here to upload thumbnail image](#)

Cancel **Continue**

Add A New Product Wizard : Step 2

You must have set up shipping rates before you create the product. Tax rates are set up by the administrator.

Back To Product Management

Adding Product: sweatshirt

Choose Shipping Class: (determines delivery charge) **Regular**

Choose Tax Class: **default tax rate**

Special Authorization Required to Purchase? Yes No

If yes, enter prompt displayed to buyer:

What is the answer to the prompt?

Shipping/handling message:

Cancel **Continue**

Oakland University MarketPlace Setup and Standards

Click the upload links to launch the upload dialog window, which allows Store Managers and Store Clerks to browse for images on the hard drive as well as network locations.

Follow these guidelines when choosing images:

- Only GIF, JPG, or PNG formats for images are allowed
- Full size product images are best displayed at 250 pixels wide by 250 pixels high.
- Thumbnail product images are best displayed at 80 pixels wide by 80 pixels high.
- All images must have file sizes of 250K or less.

Note: The file name of each image must be unique within a store. If an image is uploaded that uses the same name as another image within the same store, the original image will be overwritten. So remember to always use unique names for images. Also all file names should be lowercase, this will ensure that they display correctly in all browsers.

Click Continue to navigate to Step 4.

Product Variations: If the product will be available in variations (such as T-shirts offered in small and large or a course offered on Wednesdays or Fridays) and the inventory for each variation should be tracked, click the Yes radio button and then the Continue button. The Add A New Product Wizard now follows an alternate branch that allows product variations to be specified. First, specify the types of variations ("options") to use..

Important! If variations of a product are necessary, be sure to set up the product with these variations when adding the product to MarketPlace. Variations cannot be added to existing products. Double check spelling also, product variation names cannot be edited once the product is created!

For generic and donation products, "size" and/or "color" can be selected (while for digital products, "file size" and/or "file format" are available); however, different or additional variation types (such as 'sessions' of an event) can be named. After selecting the variation types (or entering new types), click the Continue button.

Now, the user is asked to specify the permutations of each variation. For example, if "size" was selected on the previous page, now enter the name of each size permutation, such as small and large. Or if "sessions" was selected on the previous page, now, perhaps, enter Wednesday sessions and Friday sessions. Initially there are six fields in which to name the permutations of a given product variation. If more are needed to record more than six permutations for a product, click the Add More button. Click the Continue button to proceed to step 5.

Limit Quantity? (Generic and Donation only) Indicate Yes to limit the quantity of the product that a shopper can purchase. If yes, enter the maximum order quantity. Often for events registrations this should be set to Yes with a maximum quantity of 1, since Name, Address, and other information is needed from each person who registers.

Track inventory? (Generic and Donation only) Indicate Yes to track the product's inventory. If yes, enter the initial inventory quantity. This is useful for product of which there are a limited quantity or events for which there are a limited number of spots.

Add A New Product Wizard : Step 4

Add A New Product Wizard : Options

When ordering the product, buyers will select from the options you enter.

[Back To Product Management](#)

Adding Product: sweatshirt

For option "Size", enter the possible values:	Current values:
1. <input type="text"/>	(None)
2. <input type="text"/>	
3. <input type="text"/>	
4. <input type="text"/>	
5. <input type="text"/>	
6. <input type="text"/>	
For option "Color", enter the possible values:	Current values:
1. <input type="text"/>	(None)
2. <input type="text"/>	
3. <input type="text"/>	
4. <input type="text"/>	
5. <input type="text"/>	
6. <input type="text"/>	

[Cancel](#) [Add More](#) [Continue](#)

Oakland University
MarketPlace Setup and Standards

Back orderable? (Generic and Donation only) Indicate Yes if a shopper can order the product even when the quantity available is zero.

Upload product file—(Digital only) When this link is selected, the Store Manager or Store Clerk can browse to a file and select it for upload. If options were added to the product (such as file format or file size, see Step 12 above), a different digital file can be uploaded for each combination of options.

Maximum times customer can request download? (Digital only) This option can be used to restrict the total number of times a customer can download a digital file.

Time limit for downloading? (Digital only) This option can be used to place a time limit - in days - on the period during which the digital product can be downloaded.

Auto fulfill? This option can be used for any product in which the payment should take place at the time the order is submitted versus when the order is fulfilled. Typically, this option would be used when no shipping is involved, such as donations or digital products. It may also be used for some generic products (e.g., for conference registrations when no materials are shipped to the customer).

Important! If you choose not to auto fulfill, keep the following in mind. First, that there are downgrade charges for credit card transaction not settled the day they are made. This means the longer departments wait to fulfill orders, the higher the discount fee that the bank will charge for the credit card transaction. Second, if departments wait longer than four days to fulfill credit card purchases, the system automatically re-authorizes the payment. This causes a duplicate authorization which is an accounting issue that SBS has to manually fix. Overall, this means check daily for orders that need to be fulfilled and fulfill orders as soon as possible (ideally same day to avoid downgrades and higher discount fees; specifically, within four days). It may be helpful for departments that are not using auto fulfill to choose to receive an e-mail when orders are placed. See 'Receiving an E-mail when an Order is Submitted' in the Day to Day Operations Guide.

Stock # A stock number must be entered for all products, including digital products and donation products. This number can be a UPC number or any other number of value to the store or organization. If necessary, MarketPlace will assign a random stock number for tracking and reports: click the Assign Random Stock # button. If a manual stock number is entered, MarketPlace will check to determine if the stock number is already in use if the "Check to see if stock number is already used" checkbox is selected.

If a product does not have options, this screen only needs to be filled out once. However, if product options were established, notice text in the upper left of the page that says, "Article #1 of ## - [option combination name]." This indicates which option combination that you are entering information for. This screen will need to be filled out for each option combination. For option combinations, when two or more types of articles were used (such as size and color), additional fields appear on the Step 5 page:

Price: For each option combination, a different price can be set. For example, a large shirt might be priced higher than a small shirt (or courses sold on the same page may cost different amounts). The price entered on the Step 5 page overrides the price that was entered on the Step 1 page.

Add New Product to Campus Wear

A disabled product is not displayed to buyers. You can change its features, then enable page.

Back To Product Management

Adding Product: sweatshirt

All required information about this product has been collected. You can always edit the information.

To add this product to your store, click "Add Product".

Disable this product for now.

Cancel

Add Product

Add A New Product Wizard : Additional Product Info

Enter the inventory and pricing options for the product.

Back To Product Management

Adding Product: sweatshirt

Limit Quantity? Yes, Maximum Order Quantity:

No

Track Inventory? Yes, Initial Quantity:

No

Back Orderable? Yes

No

Auto Fulfill? Yes

No

Stock # (30 chars max):

Assign Random Stock #

Check to see if stock number is already used

Cancel

Continue

Oakland University MarketPlace Setup and Standards

This particular article is not available: If an option combination is not valid for a store, or if a combination is not currently available, use this checkbox to disable the combination. If at a later day the option combination should be enabled, navigate to the Product Option page and enable it there.

Click Continue to navigate to step 6.

Click the checkbox to disable the product temporarily, if desired.

Note: If more modifiers will be added (registration information such as name, address, etc., check the "Disable this product for now" checkbox. By taking this action, modifiers for the product can be set before it goes live in the store.

Click the Add Product button. The Step 7 screen appears.

Use this screen to assign product to MarketPlace categories or In-Store categories.

MarketPlace categories are created by the MarketPlace administrators. If any are available, choose up to three categories may be selected for a product to appear in. These categories are only displayed on the Mall page. Currently OU's MarketPlace does not use mall categories.

In-Store categories were created when a store manager setup a store. Use the drop down to select the appropriate in-store category (only 1 allowed).

When finished, click the Back to Product Management button return to the product list page.

If the product was not assigned to a specific category, it will appear in the main Product Management area. Otherwise use the drop down arrow to select the category that was assigned the product to.

Add A New Product Wizard : Step 7

To select multiple Marketplace categories, press the CTRL key, then click the category names.

[Back To Product Management](#)

Thank you.

The product "running shoes" has been added to your store.

Please assign "running shoes" to appropriate categories below.

Choose Marketplace Categories (optional, up to 3)

- Apparel
- Events
- Office Supplies
- Downloads
- Give to TU

Choose In-Store Category

(Not Shown to Buyer)

[Continue](#)

Oakland University MarketPlace Setup and Standards

Modifiers

If a product requires modifiers, such as prompts for registration data, click on the product name to access it.

Scroll down to the bottom of the product page to find the Add Modifiers link.

Click Add New Modifier to add product modifiers.

A "modifier" can be used to collect information such as a custom ordering option, like monogramming, or information required to process a registration. It doesn't change the stock number of the product, but it might change the price. A "modifier" can also be used to collect personal information for event registration. Modifiers aren't part of the basic product setup. After you add a product, you can edit it with one of these four types of product modifier pages are available: 1) required selection, 2) optional text entry, 3) optional multiple select checkboxes, and 4) required text entry. When a product modifier is added, a modifier type must be selected and then complete the fields on the product modifier page.

Required Selection Modifier - The shopper must select from options to add the product to the cart. For example, if a shopper is purchasing a baseball cap, they might be given the option of adding a simple campus logo, a more elaborate campus logo, or no logo. For an event registration this could be used to select gender, number of guests, etc. Price adjustments can be entered for each selection: enter only the amount to add to the base product price. Do not enter a total product price.

* Citizenship Status:

Please Select ▼

Please Select

U.S. Citizen or Permanent Resident

F-1, F-2

A-1, A-2, A-3

E-1, E-2, E-3

L-1, L-2

Optional Multiple Selection Checkbox Modifier – The shopper can choose from options. For example, the shopper might be able to check if they are a member of a list of given organizations or currently an Oakland University Student. Price adjustments can be entered for each selection: enter only the amount to add to the base product price. Do not enter a total product price.

Sessions (Please Select All Applicable)

- Literary Fiction
- Best Selling Fiction
- Narrative Non-Fiction
- Self-Help, Business, Mind/Body/Spirit
- Script Writing

Campus Wear Add Product Modifier

Modifiers are questions that can be added to collect information about the product. A modifier does not change the product's inventory, but can alter the product price.

[Back To Product Detail](#)

Modifier Types

Required Selection	Example
Optional Text Entry	Example
Optional Multiple Select Checkboxes	Example
Required Text Entry	Example

Campus Wear Add Product Modifier

Required Selection Modifier requires the buyer to choose a selection from the list before the article can be added to the cart. For price adjustments, enter only the amount to add to the base product price. Do not enter a total product price.

[Back To Product Modifiers](#)

Required Selection Modifier

Name:

The buyer will select from the following entries.

Selection	Price Adjustment
1. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
2. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
3. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
4. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
5. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
6. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
7. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
8. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
9. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
10. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>

[Add More Selections](#)
[Add Modifier](#)

Campus Wear Add Product Modifier

Optional Multiple Selection Checkbox Modifier presents a list of options to the buyer. To add an option, the buyer marks its checkbox. For price adjustments, enter only the amount to add to the base product price. Do not enter a total product price.

[Back To Product Modifiers](#)

Optional Multiple Selection Checkbox Modifier

Name:

The buyer will select from the following entries.

Selection	Price Adjustment
1. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
2. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
3. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
4. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
5. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
6. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
7. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
8. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
9. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
10. <input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>

[Add More Selections](#)
[Add Modifier](#)

Oakland University MarketPlace Setup and Standards

Optional Text Entry Modifier – The shopper can choose to enter text. For example, the shopper might be able to add a monogram to a pen set or a shirt. For event registrations this could be used for optional information such as Employer or a second contact phone number. Price adjustments can be entered for each selection: enter only the amount to add to the base product price. Do not enter a total product price.

Please enter your Alumni ID below:

Required Text Entry Modifier - The shopper must enter a value to add the item to the cart. For example, the shopper might need to enter their student ID, name, or address when signing up for an event.

Price adjustments are relevant in this modifier if the product has articles/variations and the modifier can apply to some but not all of the articles/variations. Enter only the amount to add to the base product price. Do not enter a total product price.

* Attendee First Name

* Attendee Last Name

* Required Information

Notes:

- Enter the maximum number of characters that users are allowed to enter. For example, a modifier called "attendee name" could be created, for which a maximum number of characters at 20 could be set. (The maximum allowed by MarketPlace is 100.)
- If product articles have been established, which articles the modifiers should be applied needs to be specified. To apply the modifiers to all the product articles/variations select the "Apply to all articles for this product" checkbox. Or to apply the modifiers to specific articles/variations: CTRL click all applicable articles/variations displayed in the list box.
- When a shopper purchases a product, a confirmation message is sent to the shopper. This message displays the modifier values entered, however, if sensitive information is being collected with the Optional Text Entry modifier or the Required Text Entry modifier (such as a student ID or a social security number), then select the checkbox labeled Hide Modifier in Confirmation E-mails on the setup page for the modifier.

Campus Wear Add Product Modifier

Optional Text Entry Modifier allows the buyer to add customized text to the article. For price adjustments, enter only the amount to add to the base product price. Do not enter a total product price.

[Back To Product Modifiers](#)

Optional Text Entry Modifier

Name:	<input type="text"/>
Maximum Number Of Characters That Can Be Entered (Maximum of 100):	<input type="text"/>
Price Adjustment:	<input type="text"/>
Hide Modifier In Confirmation e-Mails:	<input type="checkbox"/> Yes (Check if collecting sensitive information)

[Add Modifier](#)

Campus Wear Add Product Modifier

Required Text Entry Modifier requires the buyer to enter the requested information. For price adjustments, enter only the amount to add to the base product price. Do not enter a total product price.

[Back To Product Modifiers](#)

Required Text Entry Modifier

Name:	<input type="text"/>
Maximum Number Of Characters That Can Be Entered (Maximum of 100):	<input type="text"/>
Price Adjustment:	<input type="text"/>
Hide Modifier In Confirmation e-Mails:	<input type="checkbox"/> Yes (Check if collecting sensitive information)

[Add Modifier](#)

Oakland University MarketPlace Setup and Standards

Recurring Payments

The recurring payment option on donation products allows the user to enter a credit card or electronic check to be automatically charged. During setup customers can be given the option of making payments weekly, monthly, bi-monthly, quarterly, semi-annually, or annually for up to 6 years. This is useful for departments that offer ongoing services such as subscriptions and memberships.

User Modifiers

User modifiers are similar to the product modifiers. They are used to collect additional information about a customer during checkout. User modifiers, however, cannot be used to add additional charges on to the cost, they apply to every product within the store, and they appear toward the end of the checkout process.

User modifiers are useful for departments that consistently collect the same information for every product. For example, this would be helpful to departments that are not shipping a product, but need to collect a contact address for their records. Instead of filling out a shipping address, which could be confusing to customers who are not receiving a physical product, they will fill out a buyer info page that requests an address. This allows the department to gather a billing address, which is not necessarily useful as a contact address (such as in the case of a person billing their company or a student whose family member is paying for the service), and also gather a contact address where the participant / person using the service can be contacted.

Note: If a store is going to use User Modifiers, they must consider that one order may contain more than one registration including registrations for different people (For example a father registering for two different courses for two of his children). The user modifiers may be confusing in these cases, and text should be added to the long description directing users to only register for one participant per order to avoid confusion.

Creating Store Promotions

A promotion is a limited-time price discount that a store manager applies to a product, group of products, all products, or one or more categories. A store manager who creates a promotion can, if desired, create an e-mail that advertises the promotion and an e-mail distribution list.

A store manager assigns each new promotion a promotional code. Shoppers must know the code to use the promotion. If you use a promotional e-mail, include the code in its text.

To advertise promotions in a store's pages, change a store's special announcement or product descriptions to include promotion information.

Creating a New Promotion

There are three types of promotions: store-wide, all products in a single category, or for a single product. Multiple promotions can be running in your store at the same time.

Note: If the store uses single store mode, in the store's general settings set 'Show Promotion Code' to Yes. Otherwise the box for customers to enter the promotion code will not appear during the checkout process.

Add A New Store Promotion

Separate e-mail addresses with a delimiter like a comma or semi-colon. Enter the same delimiter in the Delimiter Used field.

[Back To Promotions Management](#)

Promotion Code: (A random number will be assigned if not provided)	<input type="text"/>
Name of Promotion:	<input type="text"/>
Promotion Description:	<input type="text"/>
Promotion Type:	Percentage Off (Each Item) ▾
Value Off: For percentage off promotions enter the percentage as a whole number (10 for 10% off) For dollar off promotions enter the dollar amount (5 for \$5 off)	<input type="text"/>
From: <input type="text"/> To: <input type="text"/>	
<input checked="" type="checkbox"/> Allow Unlimited Usage	
List of E-mail Addresses receiving Promotion:	<input type="text"/>
Delimiter used to separate E-mail Addresses:	<input type="text"/>
<input type="checkbox"/> Send E-Mail to specified E-mail Addresses:	

Create Promotion

Oakland University MarketPlace Setup and Standards

To create a new promotion, enter this information:

- Promotion code - This is the code that shoppers enter at checkout to receive the discount. This code cannot be changed once created. Promotion codes, also, cannot be reused for another promotion, even after being archived.
- Name of Promotion and Promotion Description - In these fields, enter the promotion's name and description for store records.
- Promotion Type - Select either Percentage Off (Each Item) or Dollars Off (Each Item). For store-wide promotions, only Percentage Off is available as the Promotion Type. This cannot be changed once the promotion is created.
- Value Off - For percentage off promotion, enter the percentage as a whole number (10 for 10% off). For dollar off promotions, enter the dollar amount to subtract from the price (5 for \$5 off). The discount can be changed once created.
- Allow Unlimited Usage - Check this box to allow a shopper to use the promotion more than once. This cannot be changed once the promotion is created. Generally this should be set to Yes since when set to No it only restricts registered users from reusing the code. It is not effective unless you require all the shoppers in your store to register in MarketPlace which usually is too much time and information to require from shoppers.
- Start Date and End Date - Select dates from the calendar, or enter the start and end dates for the promotion in the form mm/dd/yyyy. For example, enter August 4, 2003 as 08/04/2003.
- (Optional) List of E-mail Addresses Receiving Promotion - Enter e-mail addresses separated by a delimiter such as a comma or semicolon. In the Delimiter used field, enter the same delimiter that was used between e-mail addresses. Mark the Send E-mail checkbox to go directly to the Promotions e-mail page after the promotion is created.

If send a promotional e-mail was chosen, the screen to the right appears.

Complete the fields. The Store Manager should send a test e-mail to him or herself to see how the message will look. When finished the Store Manager should click the Send E-mail to Recipients button.

Tips for Drafting a Promotional E-mail

Always include the promotional code and store name in the e-mail. The buyer must enter the promotional code during checkout. The e-mail should include all information the buyer will need to find promoted products and use the promotion.

Changing an Existing Promotion

The promotional code, discount, or usage limit of an existing promotion cannot be changed. However, any other information can be changed and saved.

Campus Wear Promotions

Promotions require the buyer to enter a promotional code. When a promotion expires, archive it to reuse its promotional code.

Add Promotion

All Products in Store Specific Product(s) Specific Category(s)

Current Promotions

Code	Name	Start Date	End Date	Actions
777	cups	12/04/2008	12/31/2008	Archive

Future Promotions

Code	Name	Start Date	End Date	Actions
888	t-shirts	01/01/2009	01/31/2009	Archive

Expired Promotions

No Expired Promotions

Archived Promotions

No Archived Promotions

Oakland University MarketPlace Setup and Standards

Click the promotion code link for the promotion to change. The Promotion Details screen appears.

Make the necessary changes and click the Update Promotion button.

Archiving a Promotion

Promotions should be archived when they expire. This will allow the Store manager to reuse promotions at a later date or reference past promotions for reporting. Any promotion, current, future, or expired can be archived, but if a current promotion is archived, shoppers cannot use the promotional code. Unless the intent is to block use of a promotion, wait until it has expired before archiving it.

To Archive a promotion, click the Archive link to the right of the promotion to be archived.

Click OK to verify that that the promotion should be archived.

Viewing Promotion Statistics

The promotions statistics show totals of redemptions, orders, quantities, revenues, and discounts applied, and a list of purchased discounted items.

If an e-mail list for the promotion was created, the redemption rate can be seen. This rate shows the percent of the target market that redeemed the offer.

Click the promotion code link to see its statistics at the bottom of the Promotion Details screen.

PCI Compliance

In order to adhere to the standards and stay compliant with PCI regulations departments should not use MarketPlace to process telephone or mail payments. If your department has a need for this then you should contact the Student Business Services office for a more viable solution.

Appendix A: Formatting MarketPlace with HTML

Copying HTML Code from Other Websites

If there is already a page on the Oakland University site with information about the product or event to be created on MarketPlace, the HTML source code can be copied from the existing page which will keep most of the page formatting (paragraphs, bold, italic, etc). To copy HTML source code, follow these steps.

1. Navigate to the web page that has the event or product information to be copied (If available use Firefox since its source is color coded making different parts of the source easier to distinguish)
2. In Firefox right click on the page and select "view page source" ["view source" in Internet Explorer (IE)]
3. A new window will open with the page source. Since the code for the entire page (including the navigation menus, banners, etc.) is displayed the source code appears complex. The easiest way to find the part to be copied is to use the "find" command.
4. In Firefox or IE click the edit menu and choose "find" (Firefox will display a find box at the bottom of the screen and IE will display a pop-up box)
5. The easiest text to search for is usually the title or first few words of the text to be copied. Type the chosen text into the "find" box. (Firefox will automatically find and highlight the text, in IE click "Find Next" and the text will be highlighted)
6. Highlight the section of text to be copied. (Since MarketPlace does not allow all HTML tags, working with a few paragraphs at a time and testing how they work before moving on to more paragraphs may save time and frustration.)
7. Paste the copied text either into the MarketPlace product long description (HTML can also be used in the short description) or into HTML compatible software.

Note: Helpful HTML software products include: Aptana, Macromedia Home site, Notepad++, as well as many others (many of which can be downloaded for free). Notepad, WordPad, and Microsoft Word are also compatible with HTML, but are not as reliable since web development is not their main purpose.

8. Skim the pasted code to check for tags that MarketPlace will not allow.

Note: watch for <div>, , and <body> tags. These are all popular HTML tags that MarketPlace does not allow. These tags can all be deleted without losing formatting. (For a complete list of the tags that are allowed in MarketPlace see [Writing HTML](#) pg. 24)

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9. If tags are found that are not allowed make sure to delete the entire opening tag from “<” to “>” as well as the closing tag from “</” to “>” even when there are properties such as name, id, or class within the tag.
10. If using HTML software, now copy the edited source code into the MarketPlace product long (or short) description.
11. Click the save button toward the bottom of the MarketPlace screen. If all of the source code is correct, review the product information formatting on the MarketPlace store site. If an error message was displayed go back to step 8 and repeat.
12. Often some of the formatting (usually colors) will not be displayed the same. This is due to the Cascading Style Sheet (CSS) that was used on the original page. Using the <style> tag editing colors and other formatting is possible. (See [Appendix C: Creating a Style Sheet](#) pg. 29 for more information about adding the <style> tag to HTML pages.)

Writing Basic HTML for MarketPlace

General Information

HyperText Markup Language (HTML) is a markup language that uses tags to tell a browser how to display a webpage. There is a fixed set of tags and of these only some are recognized in MarketPlace.

Note: MarketPlace allows HTML to be written directly into long and short descriptions, however, it is easier to use HTML software. Some HTML software products include: Aptana, Macromedia Home site, Notepad++, as well as many others (many of which can be downloaded for free). This software assists in writing HTML by providing drop down menus from which to choose tags and properties, as well as marking incorrect HTML and inserting closing tags automatically. Notepad, WordPad, and Microsoft Word are also compatible with HTML, but are not as helpful to work in since web development is not their main purpose.

- HTML works by using an opening tag “<>” and a closing tag “</>”; everything between those tags is affected by the tag. (For example: “This is a test to explain HTML.” In this example, since the tag makes text bold, only the word “test” will be displayed as bold.)
- Always use both an opening and closing tag when using HTML. That is the only way to ensure that the page will be displayed correctly in different browsers and different versions of those browsers. There are a few exceptions to this rule, however, the
 and <hr/> tags are self-closing tags. In the case of these two tags just be sure to include the “/” to insure that the browser reads them correctly.

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- Some of the tags have properties within the tags. These are used by placing “property='value' ” within the tag. (For example: . The text between the font tags will be displayed green)

Writing HTML

Below are the tags that MarketPlace will allow. Popular properties are listed as sub-bullets.

- <p></p>: defines a paragraph of text
- <h1></h1>: level one heading
- <h2></h2>: level two heading
- <h3></h3>: level three heading
- <h4></h4>: level four heading
- <h5></h5>: level five heading
- <h6></h6>: level six heading
- : specifies the font (or font-family), color, and size of the enclosed text (see [Fonts and Colors](#) pg. 34 for Oakland University requirements)
 - **Note:** it's usually better to use CSS to format text with fonts and colors. The tag is not used much anymore.
 - face="name of typeface or typefaces"
 - color="name or #code of color"
 - size="size as a number (1-10), 3 is default"
- : displays text as bold
- : displays text as “strong” (usually the same as bold)
- <i></i>: displays text as italic
- : displays text as “emphasized” (usually the same as italic)
-
: specifies a break in the text (start a new line)
- <a>: specifies a hyperlink
 - href="url/destination" (see [Inserting a Hyperlink](#) pg. 26 for more information about hyperlinks)

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- ``: defines and ordered (numbered) list
- ``: defines and unordered (bulleted) list
- ``: defines an item in an `` or `` (see [Creating Ordered and Unordered Lists](#) pg. 26 for more information about lists)
- `<hr/>`: creates an horizontal line
- ``: displays text as subscript
- ``: displays text as superscript
- `<table></table>`: defines a table (see [Creating Tables](#) pg. 27 for more information about tables)
 - `align="table alignment (center, left, right, etc.)"`
 - `border="thickness of border"`
 - `cellpadding="padding inside cell"`
 - `cellspacing="space between cell"`
 - `height="fixed height of table"`
 - `width="fixed width of table"`
- `<tr></tr>`: defines a row in a table
- `<td></td>`: defines a single cell in a table
 - `colspan="# of columns that the cell spans"`
 - `rowspan="# of rows that the cell spans"`
 - `width="fixed width of cell – usually entered as a % of the table width (eg. <td width="30%">cell text</td>)"`
- `<link/>`: defines the relationship between the current document and another document
- `<style></style>`: creates a style sheet within the document (See [Appendix C: Creating a Style Sheet](#) pg. 29 for more information about adding the `<style>` tag to HTML pages.)

Appendix B: Hyperlinks, Lists and Tables

Inserting a Hyperlink

A hyperlink is inserted by using the <a> tag. The <a> tag requires the “href” property which is the property that tells the browser what page to retrieve when the user clicks the link. Another helpful property is “target” this tells the browser where to open the page.

target	opens page:
“_blank”	in a new window
“_self”	in the same window (default)

External Hyperlink

Visit the Oakland University Website to learn more.

This link will appear as:

Visit the [Oakland University](http://www.oakland.edu) website to learn more.

Notice that only the words “Oakland University” are a hyperlink, and there are no directional instructions. Web Directional instructions such as “click here” are redundant and don’t comply with the [MarketPlace Style Guidelines](#) (see **Error! Reference source not found.** pg. **Error! Bookmark not defined.**).

Oakland University also has required formats for links. For information about formatting hyperlinks see **Error! Reference source not found.** pg. **Error! Bookmark not defined.**, and for information about the Oakland University Style Guidelines see [Fonts and Colors](#) pg. 34.

E-mail Hyperlink

Please contact Bob Smith at bobsmith@aol.com, for more information.

This link will appear as:

Please contact Bob Smith at bobsmith@oakland.edu for more information.

Instead of listing a URL for the href property, ‘mailto:e-mailaddress’ is used. To automatically assign a subject for the e-mail add ‘?subject=name_of_subject’. In the example all e-mails sent from the link would have the subject ‘MarketPlace Event Question’.

When users click the link their default e-mail program will open (usually Microsoft Office Outlook). If the users don’t use their default e-mail program, they can right click the link and copy the e-mail address into their webmail application.

Creating Ordered and Unordered Lists

Either the `` (ordered list) or `` (unordered list) tag defines an entire list and the `` tag is nested within one of the types of lists and is used to define each item in that list.

Ordered List

```
<ol>
  <li>Point A</li>
  <li>Point B</li>
  <li>Point C</li>
</ol>
```

This will appear as:

1. Point A
2. Point B
3. Point C

Unordered List

```
<ul>
  <li>Point A</li>
  <li>Point B</li>
</ul>
```

This will appear as:

- Point A
- Point B

Creating Tables

The `<table></table>` tag defines a table. Nested within the `<table>` tag is the `<tr>` (table row) tag, this defines a row within a table, and nested within the `<tr>` tag is the `<td>` (table cell) tag, this defines a single cell within a row.

Simple Table

This is a very basic table. Borders, spacing, and padding will all help make the table look more like one with which most people are familiar. To add another column, add a third `<td>` below the cell 2 and cell 4 lines. To add another row, add another `<tr>` just before the closing `</table>` tag and add `<td>` within the `<tr>`.

```
<table>
  <tr>
    <td> cell 1 </td>
    <td> cell 2 </td>
  </tr>
  <tr>
    <td> cell 3 </td>
    <td> cell 4 </td>
  </tr>
</table>
```

This table will appear as:

cell 1 cell 2
cell 3 cell 4

Table with Basic Formatting

This table has more spacing, which can be adjusted by changing the cellpadding value, and a border, the thickness of which can be adjusted by changing the border value. There is a property called cellspacing that defines the space between cells, by adding cellspacing="0" this table would have a solid line border instead of the double lines it currently has.

This table also uses some of the other table properties such as align, which is allowing 'Membership' to be centered. 'bgcolor' is using the OU official tan as the background color of the cell. 'colspan' is also used on the 'Membership' cell, causing the text to be merged across the top 3 cells. The (bold tag) is also used on the table title and second table row to make the table easier to read.

Tables can be formatted to be more attractive by using the <style> tag (See [Appendix C: Creating a Style Sheet](#) pg. 29)

```
<table border="1" cellpadding="3">
  <tr>
    <td align="center" bgcolor="#E7D19A" colspan="3">
<b>Membership</b> </td>
  </tr>
  <tr>
    <td><b>Session:</b></td>
    <td><b>3 wk</b></td>
    <td><b>6 wk</b></td>
  </tr>
  <tr>
    <td>Student</td>
    <td>$50</td>
    <td>$90</td>
  </tr>
  <tr>
    <td>General Admission</td>
    <td>$60</td>
    <td>$130</td>
  </tr>
</table>
```

This table will appear as:

Membership		
Session:	3 wk	6 wk
Student	\$50	\$90
General Admission	\$60	\$130

Appendix C: Creating a Style Sheet

Using the <style> tag creates a Cascading Style Sheet (CSS) within HTML. There are two main ways that CSS can be used in MarketPlace. The first is formatting a tag, such as <table>, <p>, or <h1>. The second is using an ID in the HTML tag and matching the ID in the CSS, this allows for more customized formatting, such as formatting multiple tables differently or formatting multiple types of tags alike by giving them the same ID.

Comments are notes that will be ignored by the browser. They can be helpful in noting a required format or to assist people reading the code in understanding it. A comment look like this: */* this is a comment */*.

Note: Some HTML editing software (such as Aptana, Macromedia Home site, and Notepad++) will provide drop down lists of properties and values that are extremely helpful when writing CSS.

Formatting HTML Tags

First start with the <style></style> tags. Between the tags, other tags and IDs can be formatted. To format a tag, list the tag and within brackets list “property: value” followed by a semi-colon which ends a line and allows the next property to be formatted.

```
<style>
table, a, a:hover { /* When tags are listed separated by a comma, the CSS will be applied to all the tags listed */
    font-family: Arial, Helvetica, sans-serif; /* The default font is Times New Roman, but the OU standard is to use Arial or a Sans-serif font */
}
table {
border: thin solid;
border-color: #840831; /* This is the OU official Maroon */
font-size: 90%;
}
a {
    /* this is the required OU link information */
text-decoration: none; /* The default is underlined, but the OU standard is to not have links underlined */
font-weight: bold;
color: #840831;
}
a:hover {
    /* this is the link hover style information (also required by OU)*/
color: #AF8E37;
text-decoration: underline;
font-weight: bold;
}
```

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```
    }  
    td {  
        border-color: black;  
    }  
}
```

```
<table cellpadding="2px" border="1" cellspacing="0" align="center" height="100px" width="250px">  
  <tr>  
    <td colspan="2" align="center"> <b>Heading 1</b> </td>  
  </tr>  
  <tr>  
    <td align="center"><b>Time</b></td>  
    <td align="center"><b>Event</b></td>  
  </tr>  
  <tr>  
    <td>10:30 - 1 p.m.</td>  
    <td>Session 1</td>  
  </tr>  
  <tr>  
    <td>1 - 1:30 p.m.</td>  
    <td>Lunch Break</td>  
  </tr>  
  <tr>  
    <td>1:30 - 4 p.m.</td>  
    <td>Session 2</td>  
  </tr>  
  <tr>  
    <td colspan="2" align="center">Visit the <a href="www.url_goes_here">Oakland University Web site</a> to learn more.</td>  
  </tr>  
</table>
```

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This table and link combination will appear as shown on the right.

This table incorporates a link in one of the cells. In the CSS, notice there is the tag “a” with formats as well as “a:hover” with formats. This tells the browser to display the link one way originally (a) and another way when the user hovers the mouse over the link (a: hover). In this case when the user hovers the link will be gold, underlined and still bold.

***Note:** The link above follows the Oakland University Web Development Guidelines which is that all links should be maroon (#840831), bold and **not** underlined, and when hovered all links should be gold (#AF8E37), bold and underlined (see [Fonts and Colors](#) pg. 34 for more Oakland University Web Guidelines)

Heading 1	
Time	Event
10:30 - 1 p.m.	Session 1
1 - 1:30 p.m.	Lunch Break
1:30 - 4 p.m.	Session 2
Visit the Oakland University Web site to learn more.	

Using the Class Property to Format HTML

First start with the <style></style> tags. Between the tags, other tags and classes can be formatted. To format HTML by using a class, first add class to the HTML. This can be done the same way other properties were added. Add class="name_of_class" to the tag/s to be formatted. For example: <td class="heading">. This tells the browser that the cell indicated is called "heading". Classes can be added to any HTML tag and can be used multiple times. There is a slightly different format to use when using classes rather than formatting a tag. A period (.) is placed before the name of the class followed by the usual brackets that contain the desired formatting.

```
<style>
    table, a, a:hover {
        font-family: Arial, Helvetica, sans-serif; /* The default font is usually Times New Roman, but the OU standard is to use Arial or a San Sarif font
*/
    }
    table {
        border: thin solid;
        border-color: #840831; /* This is the OU official Maroon */
        font-size: 90%;
    }
    a {
        /* this is the required OU link information */
        text-decoration: none; /* default is underlined, but the OU standard is to not have links underlined */
        font-weight: bold;
        color: #840831;
    }
    a:hover {
```

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```
/* this is the link hover style information (also required by OU)*/
color: #AF8E37;
text-decoration: underline;
font-weight: bold;
}
td {
border-color: black;
}
.heading {
font-weight: bold;
text-align: center;
}
.title {
font-size: 110%;
background-color: #AF8E37;
}
</style>

<table cellpadding="2px" border="1" cellspacing="0" align="center" height="100px" width="250px">
<tr>
<td colspan="2" class="title heading"> SBA Event Schedule</td>
</tr>
<tr>
<td class="heading" width="50%">Time</td>
<td class="heading" width="50%">Event</td>
</tr>
<tr>
<td>10:30 - 1 p.m.</td>
<td>Session 1</td>
</tr>
<tr>
<td>1 - 1:30 p.m.</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1:30 - 4 p.m.</td>
```

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```
<td>Session 2</td>
</tr>
<tr>
<td colspan="2" align="center">Visit the <a href="www.url_goes_here">SBA Event Web site</a> to learn more.</td>
</tr>
</table>
```

This table will appear as shown to the right.

SBA Event Schedule	
Time	Event
10:30 - 1 p.m.	Session 1
1 - 1:30 p.m.	Lunch Break
1:30 - 4 p.m.	Session 2
Visit the SBA Event Web site to learn more.	

This table uses the class property to format the top two rows different from the rest of the table. The “heading” class now calls the .heading in the CSS which formats the cells with bold and centered text (text could also be made bold by using the or tag, but the font-weight property in the CSS gives more control over how thick the text is and it is only typed once and then referred to instead of typed every time bold text is desired). The first cell (“SBA Event Schedule”) also has a second class called “title”, the title class is causing the background to be rendered gold and the text to be larger than the rest of the table.

Appendix D: Oakland University and MarketPlace Standards

Design Standards and Conventions

- Whenever a link is made to a non-standard Web file type (ex: WPD), the file type should be indicated.
- Whenever possible, files should be named exclusively in lowercase. Special characters should not be used if possible. Links to files should match the file casing exactly. All of these things will ensure portability across platforms, especially to environments that are case sensitive.

Fonts and Colors

- Web sites should use Arial, Verdana or Helvetica fonts.
- Fonts should use relative sizing so that the user can resize the fonts if desired.
- Text links in all Web sites should be maroon, bold and not underlined.
- Text links on hover in all Web sites should be gold, bold and underlined.
- Text content must be easily readable, including to those with visual disabilities. Text must have a reasonable contrast with the background over which it is laid.
- Official OU Colors are as follows:
 - Black: #000000 (R: 0, G: 0, B: 0)
 - White: #FFFFFF (R: 255, G: 255, B: 255)
 - Maroon: #840831 (R:132, G:8, B:49)
 - Gold: #AF8E37 (R:175, G:142, B:55)
 - Tan: #E7D19A (R:231, G:209, B:154)
 - Blue: #006699 (R:0, G:102, B:153)

MarketPlace Standards

- Any type of department communication (e-mail, paper, or Web site) that includes a link to MarketPlace or information about using MarketPlace should be sent to SBS to review prior to publishing.
- Any links or attachments to the products in MarketPlace must also meet the basic MarketPlace standards such as content, grammar, spelling and punctuation.
- Modifiers must include formatting hints if not apparent, such as "Phone Number (xxx-xxx-xxxx) or Date of Birth (MM-DD-YYYY)"
- All events and products that are for a specific date or time period need a disable date. The disable date should be sent to Student Business Services (SBS) on the New Product Request Form where it will be added to the calendars of SBS MarketPlace administrators and to the departments MarketPlace contact. On the disable date the MarketPlace department contact should log in and disable the product.
- All events should include: date, time, location and event title or description. If applicable, items should include contact name and number, and cost. List events on the same day in time order. The location should be a link to the Oakland University Campus Map if the event takes place on campus. If the event does not take place on campus the location should link to an applicable map (linking to Map Quest or an equivalent with the event location saved is acceptable).
- If any products or services within a store are taxable, or the store expects to sell taxable items in the future, the default accounting code should be set to sales tax and products and services should use the appropriate revenue accounting code override.
- MarketPlace is only to be used for sales where the payment information is entered by the purchaser. Departments are not allowed to use MarketPlace to process payments that they receive in other ways (for example in person, telephone or mail). If the department wishes to accept payments in person, over the telephone or through mail, they must contact Student Business Services at cashiers@oakland.edu for more information.

Use of Copyrighted Materials

- All pages housed on OU's Web site must abide by federal copyright laws and university policies. Permission to use copyrighted material must be obtained by the developer **in writing**. This includes corporate logos.

For complete list of web development guidelines visit: www.oakland.edu/view_popup.aspx?id=2314&sid=41

Appendix E: Style Guidelines

24/7	Refers to 24 hours a day, 7 days a week. References should be 24/7, not 24x7.
academic years	Do not abbreviate. Use lower case unless starting a sentence.
acronyms	Spell out what the acronym stands for on first reference on a page. Follow it with the acronym in parenthesis. On following references on the same page, simply use the acronym.
active voice	Use active voice whenever possible. Active voice means, in general, avoiding forms of "to be."
alum	Do not use in copy. Okay to use in Web headlines.
Alumni Association	On first reference use: Oakland University Alumni Association. Following references can be OUAA.
alumni, alumna, alumnae, alumnus	Use the correct word for the gender: Alumna is feminine singular. Alumnae is feminine plural. Alumnus is masculine and non-gender singular. Alumni is masculine and non-gender plural.
ampersand (&)	Spell out "and" unless the ampersand is officially part of a name or title. On the Web, it is acceptable to use the ampersand on buttons.
and/or	Avoid this construction.
BA, MA, BS, MS, Ph. D.	Use periods in Ph.D., but not BA, MA, BS or MS.
Banquet Room A, Banquet Room B, Banquet Rooms	Use Banquet Rooms, not Banquet Rooms A and B.
building names	Refer to the schedule of classes for appropriate building abbreviations. Do not use BIT for Elliott Hall.
bullet points	You need not use the word "including" or the phrase "as follows" before a bulleted list. The text that follows the bullet should be in lower case if it is part of the sentence at the beginning of the list. The text that follows should start with a capital letter only if the bullet point is a complete sentence.
capitalization, all caps	Never use all caps—unless the word is an acronym or the proper/legal name is all cap. Legal documents posted on the Web site are an exception.
capitalization; university	Capitalize university only when it is part of a proper name or at the beginning of a sentence.
Click here (and other Web directional instructions)	Do not use. Integrate hyperlink into appropriate text. Including "click here" and other phrases is redundant.
colleges & schools	Abbreviate the names of OU's colleges and schools after first reference. The following are acceptable: CAS, HS, SBA, SECS, SEHS, SON. Capitalize the names of colleges and schools within the university.
comma usage	Do not place a comma before the concluding conjunction in a simple series (a listing of three or more items.) Do place a comma before the concluding conjunction if the series contains a conjunction.

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contractions	Use of contractions is encouraged to make text friendlier to the reader/visitor. Be careful not to overuse.
cost	All products and services should have the cost listed in the product description. This includes noting options that add additional cost.
course names	Full titles of an academic course should be capitalized. No quotation marks should be used.
date	All events and programs must include the date/s that it takes place.
days of the week	Include days of the week with dates in Web copy and calendar items when previewing an event. Offset dates with commas.
Disability Statement	People with disabilities who need assistance to participate in this program should contact (insert department name and phone number).
double negatives	Do not use.
e-commerce	Hyphenate and lowercase unless it begins a sentence. When it begins a sentence, capitalize the "E."
e-mail	Hyphenate, lowercase. Always include with contact information
ensure/insure	Insure: To cover with insurance. Ensure: To make sure or certain.
exclamation point	Use with discretion and avoid using in formal communication.
fax	Lower case, unless it begins a sentence.
full time, full-time	Hyphenate when used as a compound modifier.
his/her, s/he	Do not use. Use the plural instead.
home page	Two words, lower case unless starting a sentence.
hyperlinks	Hyperlinks should be bold, red, not underlined.
Internet	Initial cap.
login, logon, logoff	One word, lower case.
Macomb Community College	Use the full name on first reference and just "Macomb" on second reference. Never use MCC.
Macomb University Center	It should be the Macomb University Center. Never use Macomb's University Center.
Majors and Programs	Lowercase names of programs and majors.
Meadow Brook Hall	Use the full name on first reference and just the hall (lowercase) on second reference.
mid	Do not hyphen unless a capitalized word follows.
money	Use figures with the dollar sign in copy. For even dollar amounts do not add decimal followed by double zero. Spell out the word cents and lowercase, using numerals for amounts less than a dollar: 5 cents. Use the \$ sign and decimal system for larger amounts (\$1.05).
months/dates	Follow AP style: Spell out month and include year without separating by a comma. Abbreviate month when used with a specific date. When referring to month, date and year, offset year with commas. For Web copy and calendars, include the day of the week when previewing an event.

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names	Individuals should be referenced by their full name on first reference of each (Web) page. Following references should be last name only. Do not include courtesy titles in the first or following references.
names; junior, senior, II	Use Jr., II, etc. only on first reference with the individual's full name. The abbreviations are not set off with commas.
names; middle initials	Use middle initials in full name reference only if the person uses it regularly.
names; second reference	On second and subsequent references on the same page, refer to individuals by last name only.
noon, midnight	Use noon or midnight. Do not use 12 a.m. or 12 p.m.
numbers	Units of measurement and percents should be indicated in numerals. Spell out numbers nine and under. Use numerals for numbers 10 and higher. (Does not apply to money. See money for more detail)
Oakland University	Use the full name of the university on first reference. Second references may be Oakland, OU or the university.
offices, departments, divisions	Capitalize office, department, division, program, institute, center, etc., when they are part of official titles. Otherwise, use lowercase.
online	One word in all cases for the computer connection term (per AP style).
over	Follow AP style: "More than" should be used when relating to numerals. When you refer to spatial relationships, use "over."
parenthesis	In general, parentheses create clutter. If your copy has parenthesis, review the material and consider omitting the information in parenthesis or reorganizing the material.
percent	When spelled out, it is one word.
percent sign	Use the % symbol in Web copy with the numeral when in copy. Use the sign with numerals in table. Spell out in all other cases.
phone numbers	All phone numbers should include ten digits.
Programs and Majors	Lowercase names of programs and majors.
room numbers	Use figures. Capitalize "Room" when used with a figure.
rooms	Capitalize the names of specifically designated rooms.
seasons	Do not capitalize seasons unless they designate an issue of a periodical.
semesters	References to semesters should be lowercase.
senior, junior	Abbreviate as Jr. and Sr. only with full names of persons or animals. Do not precede by a comma (Martin Luther King Jr.) only in specific cases where the person whose name it is requests it. The notation II or 2nd may be used if it is the individual's preference. However, note that II and 2nd are not necessarily the equivalent of junior - they often are used by a grandson or nephew. If necessary to distinguish between father and son in second reference, use the elder Smith or younger Smith.
time	Use a.m. and p.m. to designate day or evening times. Use midnight or noon instead of 12 a.m. or 12 p.m. For full hour times use only the first number. All events and programs should include the time/s that it takes place.
title	Every page must include a title. A subtitle is optional. The title should be the name of the product or service.

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titles; academic	Like other professional titles, formal academic titles should be capitalized when they immediately precede an individual's name. Lower case titles when they are used after a name; offset with commas. Shortened versions of titles are acceptable in Web copy.
underline	Do not underline text in Web copy. Underlining indicates hyperlink on most sites. It is not a hyperlink on Oakland.edu and should not be used in regular text or to indicate hyperlink.
United States	Spell out when used as a noun. Use U.S. (no space and periods) only as an adjective.
URL	All URL's in MarketPlace should be friendly URL's. Friendly URL's are made up of words. (For example, oakland.edu\oucared is a friendly URL, however, oakland.edu/?id=177&sid=30 is not a friendly URL.) If a department wants to use a URL that is not friendly, they should use link text (make words like 'Web site' be the link to the page) or request a redirect from C&M. URL's in MarketPlace should not include 'http://www.', for example use 'oakland.edu' not http://www.oakland.edu.
Web	Use upper case W when referring to the World Wide Web. Use upper case W for all references.
Web page	Two words. Upper case W, all other letters lower case.
Web site	Two words. Upper case W, all other letters lower case (per AP Style).
World Wide Web	All initial caps, no hyphens. Can be shortened and referred to as "the Web."
Years	Use commas only with a month and day: Dec. 18, 2005, is a Sunday. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 2000 was a very good year.
ZIP Codes	When using OU addresses, always include the ZIP Code with the four-digit extension. For more information, check the list of four-digit extensions.

For complete list of style guidelines refer to: <http://www3.oakland.edu/oakland/styleguide/styleguide.htm>