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营销学 核心概念（第5版）

Marketing The Core (Fifth Edition)

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清华大学出版社
北京

教师反馈表

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Marketing: The Core, 5e

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为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进经济管理理论和管理经验的需要,清华大学出版社与国外著名出版公司 McGraw-hill 教育出版集团合作影印出版了一系列商科英文版教材。鉴于大部分外版教材篇幅过长,且其中部分内容与我国的教学需要不符,我们请专家学者结合国内教学的实际要求,对所选图书进行了必要的删节。我们所选择的图书,基本上是在国外深受欢迎、并被广泛采用的优秀教材的缩减版,其主教材均是该领域中较具权威性的经典之作。在选书和删节的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

《营销学:核心概念》(第5版)删去了原书的第3章、第6章、第9章和第10章。我们在对原版图书进行删节的同时仍采用了原书的页码,因此读者在阅读过程中可能会发现有漏页、跳页的现象,而且文中提到的页码或内容有可能已被删掉从而无法找到,由此给读者带来的诸多不便,我们深表歉意。

我们期望这套影印书的出版对我国经济管理科学的发展能有所帮助,对我国商科的教学,尤其是商学本科的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议;同时也欢迎有关专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社

2013年5月

中国的学生要不要使用英文版的教材，一直有争议。有人认为，我们应该使用自己编写的教材，这样才能更准确地反映我们在课堂上所要表述的观点。用国外的原版教材，有些隔靴搔痒，不能解决中国的实际问题。尽管各国在管理体制上有意识、制度、文化等差异，但管理本身在国际环境下具有共同性的问题。特别是，中国的企业在经济全球化的环境下，需要更多地了解国外的管理理论与现状。在这种情况下，就需要引进一些外版的教材。一则，用于满足我们教学的部分需求；二则，更好地了解外版教材的教学服务体系；三则，为我们的师生创造英语教学的环境。

在进行 2004 年本科教指委的工作规划时，我曾特别谈及，要加强对本科教育中教书“育人”、服务于学生的使命的认识，继续优化专业课程设计，扩大精品课程建设，增加专业导向课程，尤其要加强对国际商科与经济管理学科教学进展的研究，并引进最新的教学成果，包括教材及教学资源。这一切都是为了更好地为国家与社会培养更好的人才。

为此，清华大学出版社与美国麦格劳-希尔教育出版公司合作，引进出版这套“精编版”的英文工商管理教材，也是体现这一理念。这套教材吸收国际最新教学成果，提供全方位的教学资源，并借助英语的语言媒介，将会大力提升与发展中国工商管理教学水平，提高学生使用英语语言和网络手段获得长久的终生学习的能力和兴趣，进而提高我国工商界的国际竞争力。这是一件具有重大意义的工作。

在讨论引进国际上在工商管理教学的最新成果时，基本上确定了引进本套教材及教学资源的基本格调，即对“国际最新教学成果”的几个共同认识：一是国际上教学技术的进展究竟走到了哪一步，我们就引进到哪一步。二是要注意教学技术的发展给教学及教材带来了的影响，我们要借鉴新的教学辅助手段。

最近几年，我在美国授课的过程中，注意到教学网络技术：课程管理系统（CMS）。通过这个教学辅助系统，教师可以将所要讲授的课程内容简单地张贴到一个系统化的网页上，包括教学演示文件 PPT、章节提要（Lecture Notes）、在线阅读资料，以及问答题、简答题还有课后大作业等，还可以很简单地开设自己课程的在线论坛 BBS。学生在注册后，便成为在线学生，通过该平台与教师交互，完成习题、在线提交作业，在线考试，自动出评测分析报告。这一切是以教师为中心，完全解决了教师对于自己教学内容以及对学学生及教学过程的网络化数字化管理的问题，并可多次复用、异地复用。这个在线学习系统（BlackBoard, WebCT, eCollege）等不同于国内各高校自己研发的以学籍管理或以录像、课件的远程教学为中心的校园管理平台，直接解决大学的核心问题：即“大师”们对课程教学内容的管理问题，成为对教师授课最好的在线数字化辅助支持平台。

2004 年的春季学期，中国人民大学商学院 247 位教师，所有 364 门课程全面上线，2000 多名学生在线注册学习，引发了人大商学院一场真正意义上的“教学革命”。教师与学生实现了很好地沟通与互

动，学生之间也有了很好地学习谈论的天地。目前，我商学院的经验，已经成为赛尔毕博支持国内院校教学上线发展的典范，成为 BlackBoard 在国内的示范教学网站。

课堂教学同网络平台结合之后，又给教学带来了新的挑战，也给教材和教材的出版商们带来了新的机遇。历史悠久的麦格劳-希尔教育出版公司积极适应这种挑战，在商科及经管教材的出版上做了战略性的调整：即将教材本身做“薄”，出版一批新型的、跨媒介的教材：将研讨性、探索性、展开式的学习内容放到网上，将动态交互性的内容放到网上；印刷版的教材从过去强调各章节内容全面，呈现教学过程、学习环节，转向到注重概念性及引导性，展现学习的核心内容。同时，他们将教材配套的教学资源做得更“全”，将更多的内容上线后全面依托网络，更加动态地呈现教学内容及教学过程；并为不同的教学平台提供完全解决方案，提供跨平台的不同版本的内容“子弹”。无论采用 BlackBoard 或 WebCT 等平台，教师们都可以从出版商处获得标准的教学资源包，为自己采用的教材轻松搭建课程网站，实现教学的在线革命。

总之，教学在革命，教学的手段也在革命。我们要看到工商管理教学在国际上的各种变化，努力跟上时代的发展变化，使我们的学生真正获得国际水准的教育。为此，我衷心地感谢这批教材的国外作者们，正是他们不懈的教学实践，为给我们学科的发展带来源源不断的活力；同时感谢国内外的出版界的人士，感谢他们对教材、教材市场的永恒的追求，不断地帮助我们提升教学的水准；衷心希望这批适应新的教学需要的国际最新教材的出版能抛砖引玉，再次带动整个工商管理教育——本科、高职高专教学及 MBA、EMBA 教学的发展。

子曰：“学而时习之，不亦悦乎。”在这场教学革命中，我们有更大的勇气面临新的教学的挑战，将中国的工商管理教育推向世界一流的前列！

徐二明

A MESSAGE FROM THE AUTHORS

Times change. Yet the more times change, the more important the constants of success become. In our textbooks and supplements, we have channeled our efforts into three competitive “points of difference”: Experience, Leadership, and Innovation.

Experience. Collectively, we have taught more than 50,000 students, managers, and instructors in a dozen countries, often using one of our 18 international editions that appear in 10 languages. From these classrooms we’ve discovered that a “learn-by-doing” approach, based on extended, high-involvement examples and real-life marketing decisions, works best. In addition, we’ve learned to integrate the most important new content and technologies such as our new Chapter 16 on social media, and our online teaching/learning tool—*Connect Marketing*. Our students and their employers often tell us that a well-written marketing plan in a student’s portfolio is an asset in today’s competitive job interviews, so we’ve developed text elements that facilitate having students write marketing plans when smaller class sizes permit. In both the textbook and instructor’s manual, we provide detailed guidelines and insights for instructors and students.

Leadership. The popularity of our text in the United States and around the globe is the result, in part, of our efforts to play a leadership role in the development of new principles and practices and the use of new learning pedagogies. For example, we’re at the forefront of the coverage of ethics, technology, and now social media in the marketing discipline. Some other examples include:

- *LearnSmart within Connect.* This exciting McGraw-Hill technology improves student learning while enabling instructors to monitor and measure performance continuously.
- *Marketing dashboards.* Marketing managers are trying to mine the oceans of data using marketing dashboards, a boxed feature in many of the chapters.
- *Job preparation.* We believe having students “do marketing” in textbook examples, marketing plans, and in-class activities—such as our SWOT analysis to “market yourself”—increases their job placement chances.

Innovation. Our textbooks and supplements seek to serve the needs of students of all learning styles. To help instructors and students achieve this, our innovations include:

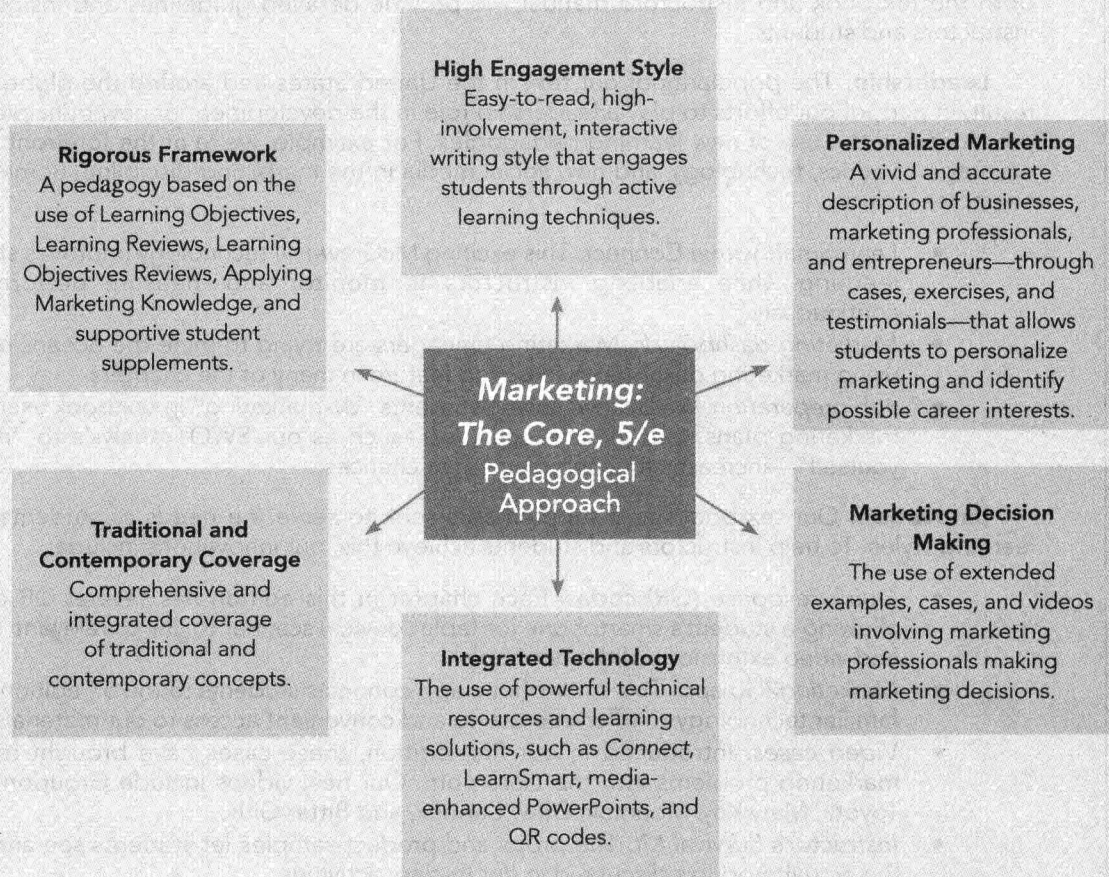
- *Quick response (QR) codes.* Each chapter in this edition has several QR codes, allowing a student’s smartphone (or tablet device) scanner to link to relevant TV ads and video extensions of the textbook.
- *Marketing2Go app.* This smartphone app connects students to the 5th edition using familiar technology to offer interesting and convenient access to our materials.
- *Video cases.* Introduced in our first edition, these cases have brought real-life marketing problems into the classroom. Our new videos include Groupon, Trek, Toyota, Mary Kay, Mountain Dew, Carmex, and Bitter Girls.
- *Instructor’s Survival Kit.* The props and product samples let students see and hold the actual products discussed in our in-class activities.
- *Visual test items.* Our research shows that two-thirds of marketing students skim or ignore a textbook’s tables and graphs. These visual test items use a series of questions to assess and reward student understanding of such figures.

We are excited to have this opportunity to share our interests with you. Welcome to our 5th edition of *Marketing: The Core*!

Roger A. Kerin
Steven W. Hartley
William Rudelius

Preface

Marketing: The Core uses a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom alternative and consulting experiences. The elements of this approach have been the foundation for each edition of *Marketing: The Core* and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:



The goal of the 5th edition of *Marketing: The Core* is to create an exceptional experience for today's students and instructors of marketing. The development of *Marketing: The Core* was based on a rigorous process of assessment, and the outcome of the process is a text and package of learning tools that are based on *experience, leadership, and innovation* in marketing education.

EXPERIENCE

The author team brings extraordinary experience to the development of their text. For example, they have benefited from the feedback of many users of previous editions of *Marketing: The Core*—a group that now exceeds more than one million students! In addition, the authors are experienced instructors who, in their combined careers, have taught more than 50,000 students, using many teaching styles, tools, and technologies. Finally, as researchers and consultants, the authors have worked with many of the world's leading companies.

Social Media Marketing Chapter 16: Extensive Coverage of the Newest Marketing Environment

This edition features a dedicated chapter for social media marketing. This new environment is rapidly changing and constantly growing. The authors cover the building blocks of social media marketing and provide thorough, relevant content to your students. The authors discuss major social media platforms like Facebook, Twitter, LinkedIn, and YouTube. They explain how they do marketing and how companies can use those outlets for marketing purposes. Also discussed in Chapter 16 are methods of measuring a company's success with social media marketing. This new chapter represents the authors' commitment to keeping your students informed and on the cutting-edge of marketing.



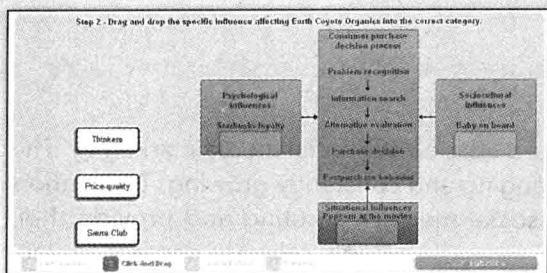


Connect Marketing

This McGraw-Hill product has allowed the author team to develop a comprehensive online resource to enable students to learn faster, study more efficiently, and increase knowledge retention.

Connect Marketing provides features like:

- Book-specific interactive assignments
- Simple assignment management for instructors
- Immediate feedback for students
- eBook access
- Library and Study Center
- Powerful filtering and reporting function



Marketing Plan Activities in Connect

Included in this edition are auto-graded *Connect* Interactive Applications based on the marketing plan approach presented in Appendix A, and the Building Your Marketing Plan exercises at the end of each chapter. These activities are built to help students understand the pieces of a marketing plan and how the concepts of the text tie in to those portions. If you are a professor who assigns the marketing plan as a semester-long project, use these activities to supplement your marketing plan coverage—allowing students to reinforce the concepts before developing their own plan. If you are a professor who simply does not have the time to grade full marketing plans from each and every student, use these activities to replace the marketing plan project and students can leave your class better prepared for a career in marketing.

Organization

The 5th edition of *Marketing: The Core* is divided into four parts. Part 1, "*Initiating the Marketing Process*," looks first at what marketing is and how it creates customer value and customer relationships (Chapter 1). Then Chapter 2 provides an overview of the strategic marketing process that occurs in an organization—which provides a framework for the text. Appendix A provides a sample marketing plan as a reference for students. Chapter 3 analyzes the five major environmental factors in our changing marketing environment and provides a framework for including ethical and social responsibility considerations in marketing decisions.

Part 2, "*Understanding Buyers and Markets*," first describes, in Chapter 4, how individual consumers reach buying decisions. Next, Chapter 5 looks at organizational buyers and markets and how they make purchase decisions. And finally, in Chapter 6, the dynamics of world trade and the influence of cultural diversity on global marketing practices are explored.

In Part 3, "*Targeting Marketing Opportunities*," the marketing research function and how information about prospective consumers is linked to marketing strategy and decisions is discussed in Chapter 7. The process of segmenting and targeting markets and positioning products appears in Chapter 8.

Part 4, "*Satisfying Marketing Opportunities*," covers the marketing mix elements. The product element is divided into the natural chronological sequence of first developing new products and services (Chapter 9) and then managing the existing products, services, and brands (Chapter 10). In Chapter 11, pricing is covered in terms of the way organizations set prices. Two chapters address the place (distribution) aspects of marketing: "Managing Marketing Channels and Supply Chains" (Chapter 12), and "Retailing and Wholesaling" (Chapter 13). Chapter 14 discusses integrated marketing communications and direct marketing. The primary forms of mass market communication—advertising, sales promotion, and public relations—are covered in Chapter 15. Social media are covered in Chapter 16 as a separate chapter to reflect their growing importance in the marketing discipline. Personal selling and sales management are covered in Chapter 17. Chapter 18 describes how interactive and multi-channel marketing influences customer value and the customer experience through context, content, community, customization, connectivity, and commerce.

The book closes with Appendix B, "*Planning a Career in Marketing*," which discusses marketing jobs and how to get them. In addition, a detailed Glossary, Learning Review Answers, and three indexes (name, company/product, and subject) complete the book.

Engaging Features

Chapter-opening vignettes introduce students to chapter concepts by using an exciting company as an example. Students are immediately engaged while learning about real-world companies.

Marketing Matters >>>>> customer value

The Global Teenager—A Market of 2 Billion Voracious Consumers with \$250 Billion to Spend

The "global teenager" market consists of 2 billion 13- to 19-year-olds in Europe, North and South America, and industrialized nations of Asia and the Pacific Rim who have experienced intense exposure to television (MTV broadcasts in 149 countries in 28 languages), movies, travel, the Internet, and global advertising by companies such as Apple, Sony, Nike, and Coca-Cola. The similarities among teens across these countries are greater than their differences. For example, a global study of middle-class teenagers' rooms in 25 industrialized countries indicated it was difficult, if not impossible, to tell whether the rooms were in Los Angeles, Mexico City, Tokyo, Rio de Janeiro, Sydney, or Paris. Why? Teens spend \$250 billion annually for a common gallery of products: Nintendo video games, Tommy Hilfiger apparel, Levi's blue



jeans, Nike and Adidas athletic shoes, Swatch watches, Apple iPods, Benetton apparel, and Cover Girl cosmetics (shown in the photo).

Teenagers around the world appreciate fashion and music and desire novelty and trendier designs and images. They also acknowledge an Americanization of fashion and culture based on another study of 6,500 teens in 26 countries. When asked what country had the most influence on their attitudes and purchase behavior, 54 percent of teens from the United States, 87 percent of those from Latin America, 80 percent of the Europeans, and 80 percent of those from Asia named the United States. The

nomination has not gone unnoticed. As one parent in India said, "Now the young dress, talk, and eat like Americans."

LEARNERS AND MARKETS

Marketing Matters boxes highlight real-world examples of customer value creation and delivery and entrepreneurship that give students further insight into the practical world of marketing.

Making Responsible Decisions

Global Ethics and Global Economics—The Case of Protectionism

World trade benefits from free and fair trade among nations. Nevertheless, governments of many countries continue to use tariffs and quotas to protect their various domestic industries. Why? Protectionism earns profits for domestic producers and tariff revenue for the government. There is a cost, however. Protectionist policies cost Japanese consumers between \$75 billion and \$110 billion annually. U.S. consumers pay about \$70 billion each year in higher prices because of tariffs and other protective restrictions. Sugar and textile import quotas in the United States, automobile and banana import tariffs in Europe, and automobile



tire import tariffs in the United States, beer import tariffs in Canada, and rice import tariffs in Japan protect domestic industries but also interfere with world trade for these products. Regional trade agreements, such as those found in the provisions of the European Union and the North American Free Trade Agreement, may also pose a situation whereby member nations can obtain preferential treatment in quotas and tariffs but nonmember nations cannot. Protectionism, in its many forms, raises an interesting global ethical question. Is protectionism, no matter how applied, an ethical practice?

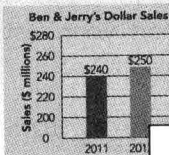
LEARNERS AND MARKETS

Using Marketing Dashboards

How Well Is Ben & Jerry's Doing?

As the marketing manager for Ben & Jerry's, you need to assess how it is doing in the United States in the super-premium ice cream market in which it competes. For this, you choose two marketing metrics: dollar sales and dollar market share.

Your Challenge Scanner data from checkout counters in supermarkets and other retailers show the total industry sales of super-premium ice cream were \$1.25 billion in 2012. Internal company data show you that Ben & Jerry's sold 50 million units at an average price of \$5.00 per unit in 2012. A 5.0-ounce super-premium ice cream is one pint.



building your marketing plan

To do a consumer analysis for the product—the good, service, or idea—in your marketing plan:

- 1 Identify the consumers who are most likely to buy your product—the primary target market—in terms of (a) their demographic characteristics and (b) any other kind of characteristics you believe are important.
- 2 Describe (a) the main points of difference of your product for this group and (b) what problem they help

solve for the consumer, in terms of the first stage in the consumer purchase decision process in Figure 4-1.

- 3 Identify the one or two key influences for each of the four outside boxes in Figure 4-4: (a) marketing mix, (b) psychological, (c) sociocultural, and (d) situational influences.

This consumer analysis will provide the foundation for the marketing mix actions you develop later in your plan.

Building Your Marketing Plan is an end-of-chapter feature that requires students to go through the practical application of creating their own marketing plan.

Using Social Media to Connect with Consumers

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LEARNING OBJECTIVES

After reading this chapter, you should be able to:

1. Define social media and describe how they differ from traditional advertising media.

2. Identify the four major social media and how they are used to connect with consumers.

3. Describe the different roles of these social media.

4. Explain how social media can produce value for consumers for a brand and compare the performance measures used to track or assess success or failure.

5. Identify how the convergence of real and digital worlds affects the nature of social media.

CONNECTING WITH TODAY'S COLLEGE STUDENTS

Using Facebook and Twitter

The University of North Carolina at Chapel Hill has a Facebook page and a Twitter account. Use these to connect with consumers.

The challenge here can be to recruit student volunteers to help in creating a social media strategy for the university. The challenge is to recruit students who are not just using social media but are also using it to connect with consumers.

Use the college Facebook Page and Twitter account to recruit about 40 volunteers to assist in creating a social media strategy.

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INSTRUCTOR RESOURCES

Instructor's Manual

The Instructor's Manual (IM) to accompany *Marketing: The Core* is an all-inclusive resource designed to make an instructor's preparation for teaching much easier. The Instructor's Manual lists the resources available to instructors: (1) PowerPoint slide references to selected figures and images; (2) Learning Objectives and Key Terms; (3) detailed Lecture Notes that identify where QR codes and In-Class Activities (ICAs) can be discussed; and (4) comprehensive Teaching Notes for the end-of-chapter video cases. A separate In-Class Activities Guide is located in the *Instructor's Survival Kit* (ISK) box, which contains the ICAs that link to sample products in the ISK box to make marketing come to life in the classroom.

Visual Test Items

We offer more than 5,000 test questions categorized by topic and Bloom's Levels of Learning (knowledge, comprehension, or application) and correlated to the Learning Objectives, level of difficulty (easy, medium, and hard), and AACSB's Assurance of Learning Standards to assist instructors in developing their exams. There are also a number of visual test items in the test bank that include images and figures from the book itself to assess student learning.

EZ Test Online

Our comprehensive bank of test questions is provided in several formats for simple use by any instructor in any setting. Our test bank is available through a computerized test bank powered by McGraw-Hill's flexible electronic testing software program EZ Test Online

(www.eztestonline.com). EZ Test Online allows you to create paper and online tests or quizzes in this easy-to-use program! Imagine being able to create and access your test or quiz anywhere, at any time, without installing the testing software. Now, with EZ Test Online, instructors can select questions from multiple McGraw-Hill test banks or author their own, and then either print the test for paper distribution or give it online. It also allows you to export your tests for use in WebCT, Blackboard, PageOut, and Apple's iQuiz.



to get. Secondly, when the owner of a trademark has spent energy, time, and money in presenting to the public the product, he is protected in this investment from misappropriation in prices and claims.

3-1 LANHAM ACT

The Lanham Act (1946)

- prevents someone from using a trademark on a non-competing product.
- provides for registration of a company's trademarks.
- protects only the consumer.
- allows a company to secure rights to a name before actual use.
- facilitates the protection of U.S. trademark rights throughout the world.

Answer: b Page: 83 LO: 6 LL: 1 AACSB: 3
Rationale: Text term definition—Lanham Act

KNOWLEDGE

3-2 REGULATORY FORCES—PRODUCT RELATED

- The Lanham Act cannot protect the rights to a trademark if:
- the company is accused of violating the Sherman Antitrust Act.
 - the product patent is less than 17 years old.
 - the name or symbol has become generic.
 - the statute of limitations has run out.
 - the government refuses to enforce violations.

Answer: c Page: 83 LO: 6 LL: 2 AACSB: 3
Rationale: A company can lose its trademark if it becomes generic, which occurs if it has become merely a commonly used descriptive word for the product, such as elevator and aspirin.

COMPREHENSION

PowerPoint Presentations

The PowerPoint presentations feature slides that can be used and personalized by instructors to help present concepts to students efficiently. The Online Learning Center contains media-rich PowerPoint presentations that contain links to website addresses and QR codes to make an engaging and interesting classroom lecture.



New and Revised Video Cases

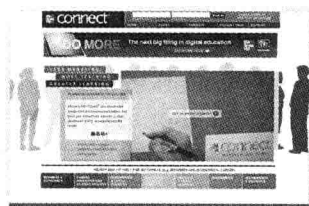
A unique series of 18 contemporary marketing video cases is available on DVD and at www.kerin.tv. Each video case corresponds with chapter-specific topics and the end-of-chapter case in the text. The video cases feature a variety of organizations and provide balanced coverage of services, consumer products, small businesses, *Fortune* 500 firms, and business-to-business examples. The 5th edition package includes new videos featuring IBM, Toyota, Groupon, Trek, Carmex, Mountain Dew, Bitter Girls, and Mary Kay.

Instructor Newsletter and Blog

The Instructor Newsletter has been developed for adopters of *Marketing: The Core*. This newsletter is devoted to providing innovative resources to help improve student learning, offer timely marketing examples, and make class preparation easier. The newsletter includes links to video clips from *Bloomberg Businessweek* and other sources, synopses of articles with in-class discussion questions, teaching tips, and discussion of pedagogical features of *Marketing: The Core*. The newsletter is offered eight times during the academic year and is available through e-mail, on our website, <http://core.kerin.tv>, and on our blog, www.kerinmarketing.com.

Instructor's Survival Kit (ISK)

The *Instructor's Survival Kit* contains product samples for use in the classroom to illustrate marketing concepts and encourage student involvement and learning, often with teams working on a task for 5 to 15 minutes in class. Today's students are more likely to learn and be motivated by active participative experiences than by classic classroom lecture and discussion. *Marketing: The Core* utilizes product samples from both large and small firms that will interest today's students. When appropriate, sample print and TV ads and other videos are included in the PowerPoint presentations located on the ICA CD in the ISK box.



Less Managing. More Teaching. Greater Learning.

McGraw-Hill *Connect Marketing* is an online assignment and assessment solution that connects students with the tools and resources they'll need to achieve success. McGraw-Hill *Connect Marketing* helps prepare students for their future by enabling faster learning, more efficient studying, and higher retention of knowledge.

Connect Interactive Applications

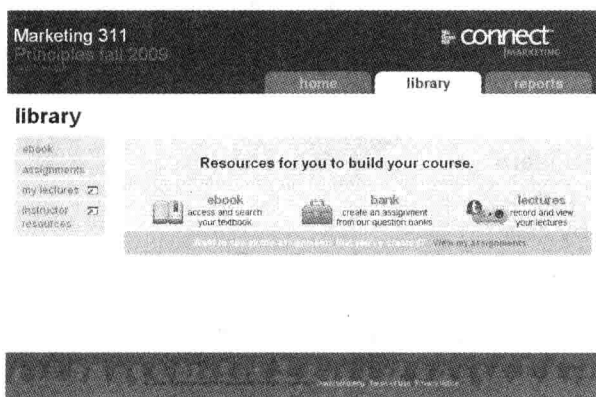
Engaging students beyond simply reading and recall, students practice key concepts by applying them with these textbook specific interactive exercises in every chapter.

Critical thinking makes for a higher level of learning. Each interactive application is followed up by a series of concept checks to reinforce key topics and further increase student understanding. Students walk away from interactive applications with more practice and better understanding than simply reading the chapter. All interactive applications are automatically scored and entered into the instructor gradebook.

McGraw-Hill *Connect Plus Marketing*

McGraw-Hill reinvents the textbook learning experience for the modern student with *Connect Plus Marketing*. A seamless integration of an eBook and *Connect Marketing*, *Connect Plus Marketing* provides all of the *Connect Marketing* features plus the following:

- An integrated eBook, allowing for anytime, anywhere access to the textbook.
- Dynamic links between the problems or questions you assign to your students and the location in the eBook where that problem or question is covered.
- A powerful search function to pinpoint and connect key concepts in a snap.



In short, *Connect Marketing* offers you and your students powerful tools and features that optimize your time and energies, enabling you to focus on course content, teaching, and student learning. *Connect Marketing* also offers a wealth of content resources for both instructors and students. This state-of-the-art, thoroughly tested system supports you in preparing students for the world that awaits. For more information about *Connect*, go to www.mcgrawhillconnect.com, or contact your local McGraw-Hill sales representative.

Assurance of Learning Ready

Many educational institutions today are focused on the notion of *assurance of learning*, an important element of some accreditation standards. *Marketing: The Core* is designed specifically to support your assurance of learning initiatives with a simple, yet powerful solution. Each test bank question for *Marketing: The Core* maps to a specific chapter learning outcome/objective listed in the text. You can use our test bank software, EZ Test and EZ Test Online, or in *Connect Marketing* to easily query for learning outcomes/objectives that directly relate to the learning objectives for your course. You can then use the reporting features of EZ Test to aggre-

gate student results in a similar fashion, making the collection and presentation of assurance of learning data simple and easy.

AACSB Statement

The McGraw-Hill Companies is a proud corporate member of AACSB International. Understanding the importance and value of AACSB accreditation, *Marketing: The Core, 5e*, recognizes the curricula guidelines detailed in the AACSB Assurance of Learning Standards for business accreditation by connecting selected questions in the test bank to six of the thirteen general knowledge and skill guidelines in the AACSB standards. The statements contained in *Marketing: The Core, 5e*, are provided only as a guide for the users of this textbook. The AACSB leaves content coverage and assessment within the purview of individual schools, the mission of the school, and the faculty. While *Marketing: The Core, 5e*, and the teaching package make no claim of any specific AACSB qualification or evaluation, we have within *Marketing: The Core, 5e*, labeled selected questions according to the six general knowledge and skills areas.

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