



connect[®]

Marketing: Application-Based Activities



Gauge Student Knowledge in Real-World Scenarios

Prepare students for the real world with Application-Based Activities (ABA) in Connect. These highly interactive, assignable exercises boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems. Each ABA involves the application of multiple concepts, providing the ability to synthesize information and use critical-thinking skills to solve realistic scenarios.

Role-Playing ABAs

Each Role-Playing ABA **focuses on one topic** and is intended to take **approximately 15-20 minutes** to complete. There are objective questions with correct and incorrect answers, and branching questions that allow students to select optimal, suboptimal, and incorrect responses. A student's particular path in the activity will depend on the decisions the student made on the branching questions.

Marketing Mini Sims

Marketing Mini Sim ABAs put students into the role of a marketing manager for a backpack manufacturing company. Each simulation focuses on a different element of the marketing mix and forces students to make business decisions using the information provided to achieve the established "Mission Goal."

Practice Marketing Full Simulation

This 3D marketing simulation enables students to put their marketing skills to the test in a fun and competitive environment. Within the game, students discover what it takes to be an effective marketing manager. Using strategies learned in class, students must successfully launch a new product to market. Players must analyze sales results, collect competitive information, and refine their product, price, place, and promotional strategies to maximize results and become a market leader.

Marketing: Application-Based Activities

Principles of Marketing

Titles

- Cannon/Perreault, *Essentials of Marketing*
- *Connect Master Marketing*
- Grewal
 - *Marketing*
 - *M: Marketing*
- Hunt, *Marketing*
- Kerin
 - *Marketing: The Core*
 - *Marketing*

Practice Marketing Full Simulation

Available standalone as well as
with most Marketing titles.

For additional information on
the Marketing ABAs or any of
our Marketing titles, please visit
bit.ly/MHEmarketing

Role-Playing

- Advertising and Sales Promotion: MARKit!
- **NEW!** Artificial Intelligence (AI) in Marketing: Refined Styles
- B2B Marketing: Central Foods
- Brand and Brand Management: Parallel Insurance
- Channels and Distribution: Farm to Floor Pet Food
- Consumer Behavior: Choosing a Nursing Program
- Consumer Behavior: Smart Bike
- Customer Relationship Management: Grab & Go Groceries
- Digital Marketing: Smithville Recreation Center
- Global Marketing: Take and Bake
- Integrated Marketing Communications: Soar Travel Agency
- **NEW!** Integrated Marketing Communications: VoltZen
- Market Growth Strategies: The Better Bean
- Marketing Environment: Waves Speakers
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Marketing Research: Swift and Snug Furniture
- Marketing Service Gaps: Evergreen Hotel
- **NEW!** Multichannel Marketing: Spectacle Vision
- New Product Development: Cyberheads
- Overview of Marketing: Tag It
- Personal Selling: Buddle Health
- Pricing: Endless Streams
- Pricing: Hoops and Studs
- Product, Branding, and Packaging: The Upcycled Dog
- Public Relations: Product Backlash during Black History Month
- Retailing & Omnichannel Marketing: Fit Life
- Segmentation, Targeting, and Positioning: Burger Bistro
- **NEW!** Service Marketing: The Daily Grind
- Social Media Marketing: Chew-Bocce
- Supply Chain: Where's the Toilet Paper?
- Supply Chain Preparedness: ValueMart
- Supply Chain and Channel Management: Snack Attack
- Sustainable Marketing: The Better Bean
- Value Creation: Relevance Tech Company

Marketing Mini Sims

- Planning and the Marketing Mix
- Buyer Behavior
- Segmentation
- Market Research
- Product Development
- Pricing
- Retail Strategy
- Integrated Marketing Communication
- Marketing Metrics

Selling

Titles

- Castleberry, *Selling: Building Partnerships*
- Futrell, *ABCs of Relationship Selling*
- Hunt, *Professional Selling*

Role-Playing

- Overcoming Objections: Smarter Snacks
- Personal Selling: Buddle Health
- **NEW!** Psychology of Selling: BetterYouBand
- **NEW!** Sales Presentations: HomeStar
- Sales Prospecting: Blue Horizon Copiers

Marketing Mini Sims

- Planning and the Marketing Mix
- Buyer Behavior

Marketing: Application-Based Activities

Marketing Analytics

Titles

- Hair, *Essentials of Marketing Analytics*

Role-Playing

- **NEW!** Data Analysis: FlexiFigures
- **NEW!** Data Visualization: DewDrop Buy

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Advertising

Titles

- Belch, *Advertising and Promotion*
- Weigold/Arens, *Contemporary Advertising*
- Weigold/Arens, *M: Advertising*

Role-Playing

- Advertising and Sales Promotion: MARKit!
- Advertising Budget: Scrumptious Chocolate Company
- Art, Design, & Copy: Bricky Blocks
- Consumer Decision Journey: Spirit Village Theme Park & Resort
- Creative Execution in Digital: The HeatMug
- Creative Execution in Print: The Blue Collection
- Creative Execution in Television: The Blue Collection
- Creative Strategy and Tactics: Be Clever Ad Agency
- Developing a Brand: All In Athleisure
- Developing a Creative Strategy: The Blue Collection
- Digital Marketing: Smithville Recreation Center
- Ethics and Stereotyping in Advertising: Top Talent Today
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Market Segmentation: MPoppins Backpacks
- Media Planning: Burger Stop
- **NEW!** Petals & Posies 1: Conducting Research and Setting Objectives
- **NEW!** Petals & Posies 2: Targeting, Positioning, and the Media Plan
- **NEW!** Petals & Posies 3: Creative Strategy, Execution, and Campaign Evaluation
- Positioning Strategy: HealthFizz Sports Drink
- Primary and Secondary Research: Glide Airlines
- Public Relations: Diamond Financials
- Setting, Measuring, and Evaluating Objectives: Cleaning Essentials
- Social Media Marketing: Chew-Bocce
- Social Media: Mixin' It Up
- Target Audience Identification: Recycled Treads
- Types of Internet Advertising: "I Made That" Global Marketplace

Marketing Mini Sims

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NEW

New 3-part Application-Based Activities feature the same company and cover multiple topics, offering the flexibility of assigning together in a series or individually.

Petals & Posies 1: Conducting Research and Setting Objectives

Petals & Posies 2: Targeting, Positioning, and the Media Plan

Petals & Posies 3: Creative Strategy, Execution, and Campaign Evaluation

Marketing: Application-Based Activities

Digital Marketing

Titles

- Sachdev, *Digital Marketing*

Role-Playing

- Digital Marketing: Smithville Recreation Center
- **NEW!** Email Marketing Strategy: EcoWare
- **NEW!** Search Engine Marketing (SEM) Strategy: LaSponda Italiana
- Search Engine Optimization (SEO) Strategy: Pixel Paws
- Social Media Marketing: Chew-Bocce
- Social Media: Mixin' It Up
- Website Content Strategies: UniStore

Marketing Management

Titles

- Marshall/Johnston, *Marketing Management*

Role-Playing

- Advertising and Sales Promotion: MARKit!
- **NEW!** Balancing Global Growth and Sustainability: Novaterra Dynamics
- B2B Marketing: Central Foods
- Build the Brand: Mount Balker Skincare
- Consumer Behavior: Choosing a Nursing Program
- **NEW!** Digital and Social Media Marketing: Solara Hotels & Resort
- CRM, Big Data, and Marketing Analytics: Pavo Unique Gifts
- Global Marketing: Take and Bake
- Managing Pricing Decisions: Mel's Java Joint
- Market Growth Strategies: The Better Bean
- Marketing Environment: Waves Speakers
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Personal Selling: Buddle Health
- Product Strategy & New Product Development: Signal Flash Drive
- Retailing and Omnichannel Marketing: Fit Life
- Segmentation, Targeting, and Positioning: Burger Bistro
- Segmentation, Targeting, and Positioning: Take a Hike Inc.
- Social Media Marketing: Chew-Bocce
- Supply Chain and Channel Management: Snack Attack

Be sure to access the
Instructor and Student
Getting Started Tools!

1 Log into your Connect course.

2 Select "Instructor Resources."

3 Select "ABA Supplements."

Marketing Mini Sims

- Planning and the Marketing Mix
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New Products Management

Titles

- Crawford/Di Benedetto, *New Products Management*

Role-Playing

- New Product Development: Cyberheads

Marketing Mini Sims

- Product Development

Services Marketing

Titles

- Zeithaml, *Services Marketing*

Role-Playing

- Marketing Research: Swift and Snug Furniture

Marketing Mini Sims

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Marketing: Application-Based Activities

Retail Management

Titles

- Levy, *Retailing Management*

Marketing Mini Sims

- Planning and the Marketing Mix
- Buyer Behavior
- Segmentation
- Pricing
- Retail Strategy

Consumer Behavior

Titles

- Mothersbaugh, *Consumer Behavior*

Role-Playing

- Advertising and Sales Promotion: MARKit!
- B2B Marketing: Central Foods
- Brand and Brand Management: Parallel Insurance
- Channels and Distribution: Farm to Floor Pet Food
- Consumer Behavior: Choosing a Nursing Program
- Consumer Behavior: Smart Bike
- Customer Relationship Management: Grab & Go Groceries
- Digital Marketing: Smithville Recreation Center
- Entering a Foreign Market: Prodigy Swimwear
- Geographic and Behavioral Segmentation: FreshPlates Express
- Global Marketing: Take and Bake
- Integrated Marketing Communications: Soar Travel Agency
- Market Growth Strategies: The Better Bean
- Marketing Environment: Waves Speakers
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Marketing Research: Swift and Snug Furniture
- Marketing Service Gaps: Evergreen Hotel
- New Product Development: Cyberheads
- Personal Selling: Buddle Health
- Pricing: Endless Streams
- Pricing: Hoops and Studs
- Product, Branding, and Packaging: The Upcycled Dog
- Psychographic (Lifestyle) Segmentation: Reaching EcoTech Enthusiasts
- Public Relations: Product Backlash during Black History Month
- Retailing & Omnichannel Marketing: Fit Life
- Segmentation, Targeting, and Positioning: Burger Bistro
- Social Media Marketing: Chew-Bocce
- Supply Chain: Where's the Toilet Paper?
- Supply Chain Preparedness: ValueMart
- Supply Chain and Channel Management: Snack Attack



Easy to Assign in Connect

- 1** Log into your Connect course.
- 2** In Assignments, select "Add Assignment."
- 3** Select "Application-Based Activity."
- 4** Select the the ABAs you'd like to assign. You can preview as a student or view the activity details.

Marketing Mini Sims

- Planning and the Marketing Mix
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Marketing: Application-Based Activities

Customer Service

Titles

- Lucas, *Customer Service*

Role-Playing

- Communicating Positively: A Family In Need
- Contributing to the Service Culture: A Special Occasion
- Customer Service via Technology: The Broken Lamp
- Positives and Negatives in Nonverbal Communication: Prime Footwear

Marketing Research

Titles

- Hair, *Essentials of Marketing Research*

Role-Playing

- Marketing Research: Swift and Snug Furniture

Marketing Mini Sims

- Planning and them Marketing Mix
- Segmentation
- Marketing Research
- Marketing Metrics