

Career and Technical Education

2026 Catalog

Pathways for Learning. Skills for Life.

As fellow collaborators supporting career and technical education (CTE), we recognize alongside you that CTE is a deeply enriching experience for students, essential in a world where career navigation is increasingly challenging.

Our motivation is your motivation: empowering K-12 learners to explore and pursue their career aspirations while inspiring and challenging them to build the academic, technical, and professional skills needed for future success.

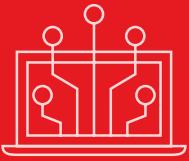
Thank you for considering and entrusting McGraw Hill as a partner in your CTE teaching. Here are our goals as we develop CTE resources for you:

- **Inspire career exploration early:** Support middle school learners, not just high school students, in career discovery and skill-building.
- **Use motivational design:** Develop programs using learning science incorporating hands-on activities, relevancy, and motivational learning strategies.
- **Expand and integrate soft skills:** Embed soft skills practice in every program we offer using real-world contexts.
- **Awaken career aspirations:** Ensure students explore and learn about careers from day one through graduation.
- **Support CTE teachers:** Provide reliable teaching support knowing that CTE educators come from diverse backgrounds and face high demands.
- **Offer flexibility:** Provide both the usability and accessibility of print and the enriched capabilities of digital, while keeping the focus on student outcomes.
- **Develop strong partnerships:** Connect with and work alongside organizations where we make each other better.

Partnership examples include:



Dynamic Online Resources	2
Perkins V Funding Guidance	5
Career Exploration (Grades 7–10)	6
Business, Marketing, and Finance	8
Business Math	9
Business—Introduction and Advanced	10
Entrepreneurship—Introduction and Advanced	12
 Marketing—Introduction and Advanced	14
Accounting—Introduction and Advanced	16
Business Law	18
Personal Finance	19
<i>See pages 28–31 for Microsoft Office, Graphic Design, and Digital Marketing</i>	
Health Science	20
Introduction to Health Science	21
Anatomy and Physiology	22
Medical Terminology	24
 Athletic Training and Sports Medicine	25
Computing and Technology	26
Introduction to Digital Technology (Grades 7–10)	27
 Foundations—Technology Topics (AI, Cybersecurity, Data Science, Electronics, etc.)	28
 Skills and Pathways—Microsoft Office and Introduction to Computing	30
 AP® Computer Science Principles and AP Computer Science A	32
 Level Up—Grades K–12 Computing Skills	34
Additional CTE Courses	36
 Culinary Arts	37
 Introduction to Agriculture	38
Criminal Justice, Law Enforcement, and the Courts	40
Early Childhood Education	41



Dynamic Learning Resources

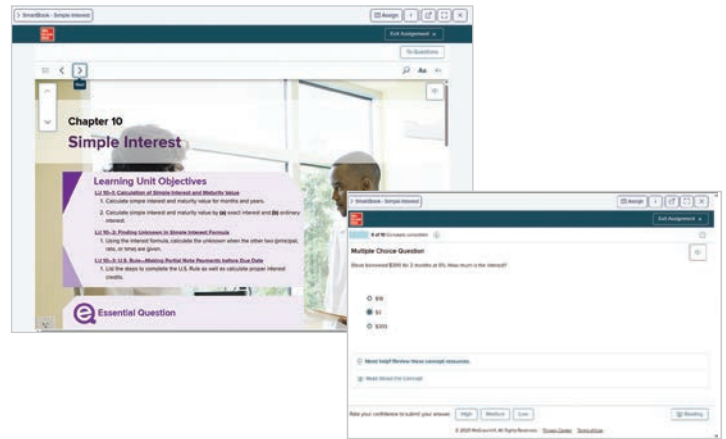
Engaging digital designed for K–12 career readiness

The online learning solution for McGraw Hill CTE programs saves teachers time and creates a streamlined student learning experience by providing the eBook, assessments, simulations, videos, soft skills, and career exploration all in one place.

Core Features that Build Skills & Confidence

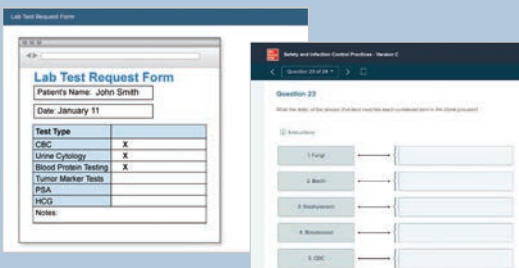
SmartBook®'s adaptive assessment personalizes student learning

- Students receive practice questions based on their progress and confidence
- eBook content for study review is individualized to student knowledge gaps
- Teachers see reports to help them support individual students or the whole class



Expansive assessment sets

Customizable formative and summative practice questions, aligned to learning objectives, automatically grade and populate easy-to-use teacher reports.



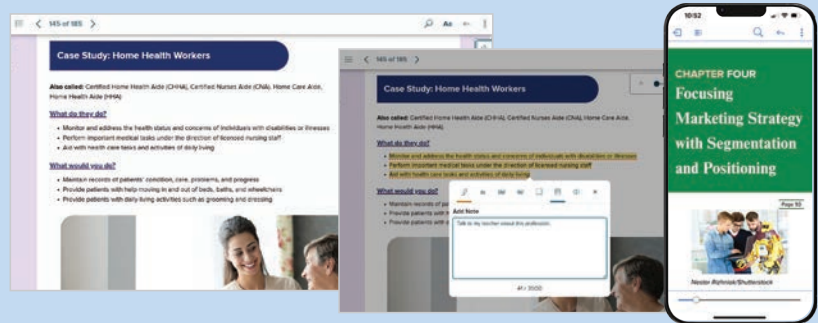
Engaging multimedia & simulations

Engaging work simulations, videos, animations, labs, flashcards, and other interactive learning tools build confidence and reinforce learning objectives.



Interactive eBook and mobile app

The eBook engages students with embedded interactive assessments and self-study tools. A mobile app called "McGraw Hill K-12 Portal" helps students study on the go.



Soft Skills Companion

Students develop employability skills in every McGraw Hill CTE course

Engaging simulations

Students practice creativity, critical thinking, and leadership by making choices in real-life scenarios.

Project-based learning

Students develop communication, problem solving, digital proficiency, interpersonal skills, and project management with expertly designed projects.

Soft skills SmartBook®

Students learn to research careers, communicate in the workplace, manage time, and think critically using SmartBook with adaptive assessment questions that personalize learning.

Practice questions

Work-oriented questions challenge students to apply math, critical reading, and graphic interpretation skills, preparing them for real-world tasks in their future careers.





Dynamic Learning Resources (cont.)

Career Exploration



Career Center helps students find their path

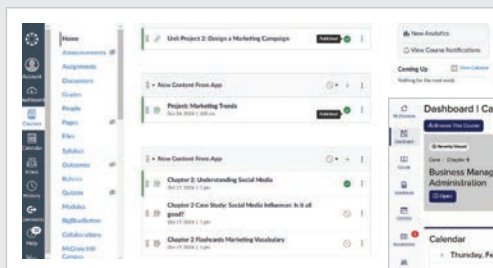
- A 60-question, five-minute survey provides a personalized RIASEC* profile with easy-to-understand descriptions.
- Students explore 900 careers and can filter by personal interests or an attribute profile after taking the survey.
- Job descriptions include required skills and knowledge, RIASEC map, income level, and much more.

*RIASEC is an acronym for six personality types identified by psychologist John Holland: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), Conventional (C).

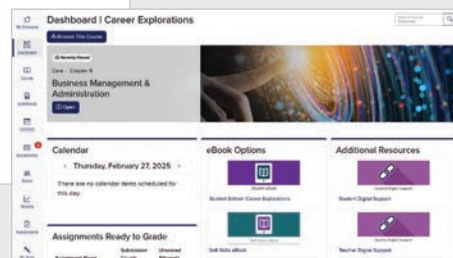
K–12 Rostering and LMS Integration

Easy to access, easy to use

Whether you deliver activities through your learning management system (LMS), like Canvas, Schoology, or Google Classroom, or you use our easy-to-use dashboard, time is spent on learning and teaching, not searching and finding.



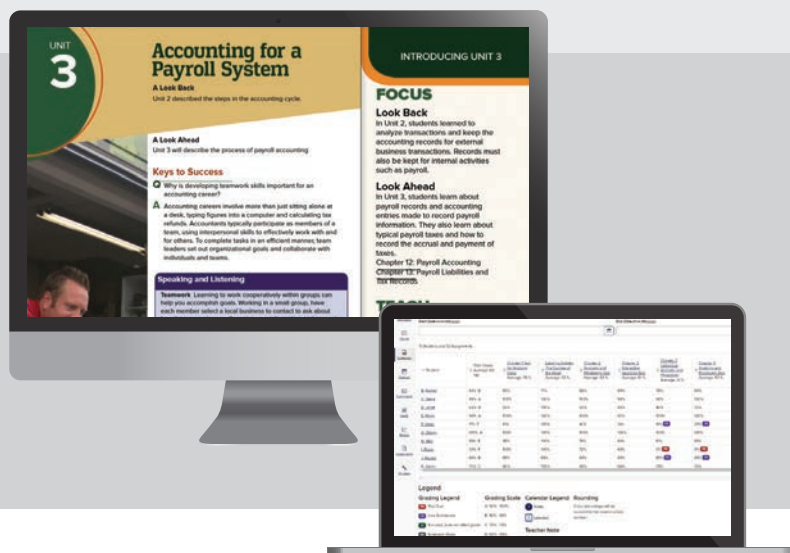
LMS Dashboard



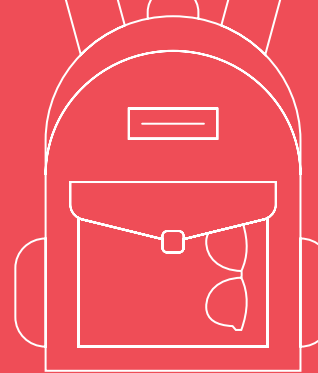
McGraw Hill Dashboard

Teacher Support and Resources

- Customizable PowerPoint presentations, lesson guides, classroom suggestions, and more support successful instruction.
- Powerful assessment reports help teachers identify gaps, make data-driven decisions, and adjust instruction.



Perkins-ready



McGraw Hill's digital CTE resources, aligned to your programs of study, enhance and supplement your CTE initiatives with measurable increases to access, employability, and career exploration.

Why McGraw Hill's 1-Year Digital CTE Solution Fits Perkins V:

- ✓ **Direct CTE improvement:** Adaptive technology, assessment reports, and interactive instructional resources enhance course instruction.
- ✓ **Employability skills built-in:** Every course delivers explicit soft skills instruction using simulations, project-based learning, adaptive readings, and auto-graded assessments.
- ✓ **Career exploration embedded:** An interest and aptitude survey, occupation profiles with updated O*Net data, and video career introductions help career discovery.
- ✓ **Easy to scope:** One-year term licenses match grant period and reporting cycles.
- ✓ **Scalable & equitable:** Web-based delivery with read-aloud functionality supports more students with consistent quality.
- ✓ **Measurable:** With LMS grade passback and SIS integration, the usage and outcomes data can be used in Perkins reporting.

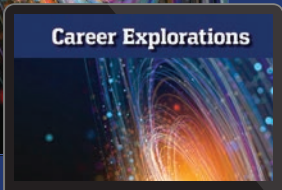
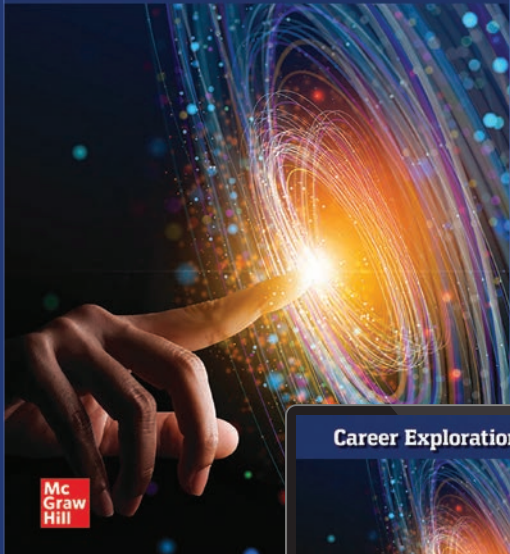
Audit-safe spending

While state-level Perkins V guidelines may permit purchasing print or multi-year licenses, particularly when expanding programs of study, a one-year digital license is nearly always aligned with your state's Perkins V rules. Above are six key reasons you can confidently use Perkins V funds to support your students' success.

If you'd like help developing Perkins V justification for your learning resources, your McGraw Hill representative is here to assist you!

Need digital review access or a sample? Pricing? More info?
mheducation.com/CTE | 800-388-3987 | Contact your local representative

Career Explorations



**Request a
digital sample!**

Career Explorations

1st Edition ©2024 | McGraw Hill

**Discover careers. Develop skills.
Define the future.**

Career Explorations introduces students to hundreds of career opportunities and inspires them to build the professional skills needed for future success.

This one-of-its-kind program blends occupation and industry content with real-world case studies and application-based activities to engage students from the very first lesson. Students immerse themselves in 16 different career fields, exploring salaries, required education and credentials, day-to-day responsibilities and challenges, and the skills necessary to excel in almost any occupation.

Student Edition Sample: 978-1-26-543976-7

Using Career Explorations, students will:

- Explore hundreds of modern careers and occupations from all CTE pathways.
- Learn from authentic case studies in each chapter exploring an emerging career in detail.
- Benefit from fundamental industry data, including salaries, job growth, and education level—updated and sourced from O*NET.
- Reinforce their learning with real-world, industry-specific practice questions throughout each chapter.
- Experience project-based learning activities and classroom-friendly discussions that teachers have support in delivering.



A program designed to inspire and discover

Case Study: Veterinary Technologists & Technicians

Also called: Certified/Licensed Veterinary Technician, Veterinary Technician (Vet Tech)

What do they do?

- Perform medical tests in a laboratory environment for use in the treatment and diagnosis of diseases in animals
- Prepare vaccines and serums for prevention of diseases
- Prepare tissue samples, take blood samples, and execute laboratory tests, such as urinalysis and blood counts
- Clean and sterilize instruments and materials and maintain equipment and machines
- Assist a veterinarian during surgery



Highest Wage Occupation:

Food Scientists and Technologists

- Inspect food processing areas to ensure compliance with government regulations and standards for sanitation, safety, quality, and waste management
- Check raw ingredients for maturity or stability for processing and finished products for safety, quality, and nutritional value
- Develop new or improved ways of preserving, processing, packaging, storing, and delivering foods, using knowledge of chemistry, microbiology, and other sciences
- Test new products for flavor, texture, color, nutritional content, and adherence to government and industry standards

Fast Facts:

- Employment: 15,000 employees
- Annual Openings: 1,200
- Median Annual wage: \$37,666 hourly, \$78,340 annually
- Education Needed: Doctoral degree
- Other: People interested in this work like activities that include ideas, thinking, and figuring things out.



Chapter 7

Agriculture, Food, & Natural Resources

Chapter Topics

- 7-1 Agriculture, Food, & Natural Resources Today
- 7-2 Agriculture, Food, & Natural Resources Jobs
- 7-3 Building a Career in Agriculture, Food, & Natural Resources
- 7-4 Education and Training for Agriculture, Food, & Natural Resources Opportunities
- 7-5 Working Conditions in the Agriculture, Food, & Natural Resources Industry
- 7-6 Trends in Agriculture, Food, & Natural Resources

Essential Questions

By the end of the chapter, you will be able to answer the following questions:

- 7-1 What types of opportunities are available in Agriculture, Food, & Natural Resources?
- 7-2 Which opportunities may be right for you?
- 7-3 How can I match my skills & interests with the right job?
- 7-4 What training & education is needed for a job in Agriculture, Food, & Natural Resources?
- 7-5 What are typical work environments in Agriculture, Food, & Natural Resources?
- 7-6 What factors affect trends in Agriculture, Food, & Natural Resources?

Practice 7-4

Skills Practice

When reading documents, such as procedures for sorting materials at a recycling plant, workers in the Agriculture, Food, & Natural Resources industry need to be able to identify the main idea. They must also find details supporting the main idea. The main idea tells what the document is about. Details provide more information that helps explain the main idea. Practice this skill!



Creating awareness: Students explore hundreds of career profiles, waking them up to options and opportunities.

Making connections: Through case studies and interview videos, students learn about occupations up close.

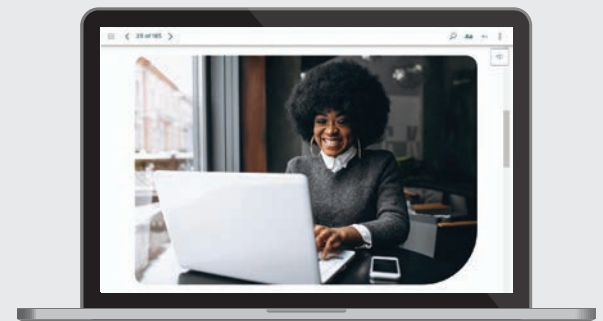
Inspiring reflection: *Essential Questions* frame a student's exploration of each career field.

Promoting active learning: Students engage in skills practice, project-based learning, group activities, and simulations.

Dynamic Resource Features

- Over 1,000 assessment questions that support student engagement and learning
- SmartBook® delivers personalized, adaptive learning tailored to student progress
- An interactive eBook with integrated questions and study support
- Over 60 video interviews highlighting people in occupations across industries as they describe their day-to-day responsibilities and what they most enjoy
- A mobile app with eBook for studying on the go
- Extensive soft skills activities and an exploratory Career Center with 900 occupations to help students become future-ready (see pages 3–4)

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

Chapter 1: Exploring Your Future	Chapter 6: Architecture and Construction	Chapter 12: Transportation, Distribution, and Logistics
Chapter 2: Science, Technology, Engineering, and Math (STEM)	Chapter 7: Agriculture, Food, and Natural Resources	Chapter 13: Hospitality and Tourism
Chapter 3: Manufacturing	Chapter 8: Government and Public Administration	Chapter 14: Health Science
Chapter 4: Information Technology (IT)	Chapter 9: Business Administration and Management	Chapter 15: Human Services
Chapter 5: Arts and Media	Chapter 10: Finance	Chapter 16: Education and Training
	Chapter 11: Marketing	Chapter 17: Law, Public Safety, Corrections, and Security



Business, Marketing, and Finance



Modern Business Math

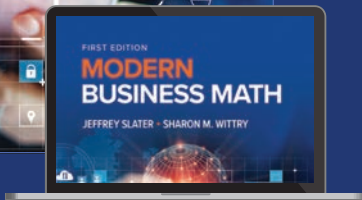
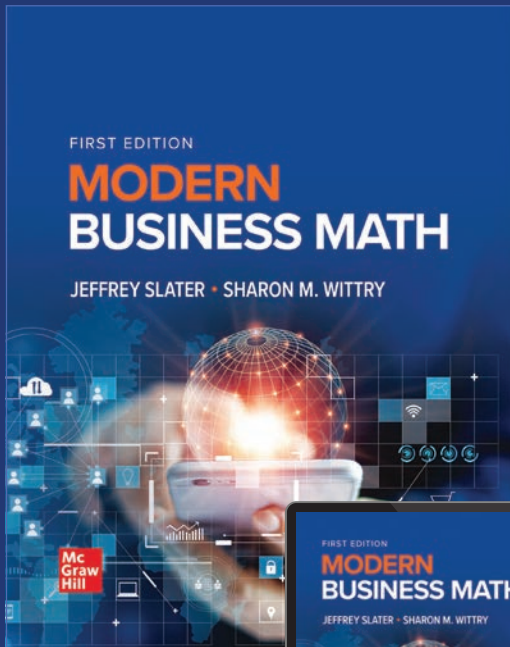
1st Edition ©2024 | Slater and Wittry

Building math skills for business and personal finance

Modern Business Math helps students grasp everyday math concepts needed to succeed in the business world and life after high school. From budgeting and financial analysis to taxes and problem solving, students experience real-life situations, apply critical-thinking skills, and learn how to solve problems.

- **Math application:** Relevant real-world business problems and blueprints simplify complex calculations into step-by-step instructions, building student knowledge and confidence.
- **Relevant examples:** Chapters feature current events from *The Wall Street Journal* and *Kiplinger* and real-world practice problems bring the usefulness of math to life.
- **Personal finance coverage:** Features like My Money exercises and Money Tips allow students to apply the concept they have just learned to everyday personal decisions to improve their financial position.

Student Edition Sample: 978-1-26-629947-6

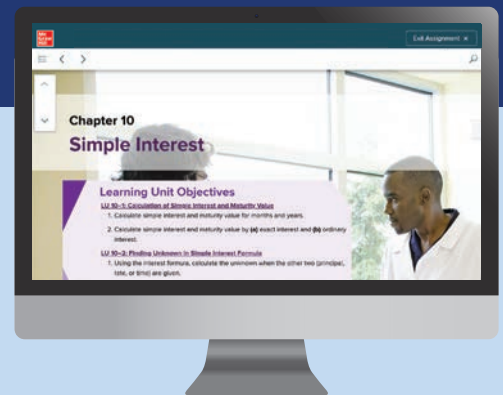


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations provide instant feedback on core concepts
- 2,000+ practice items assess progress on learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

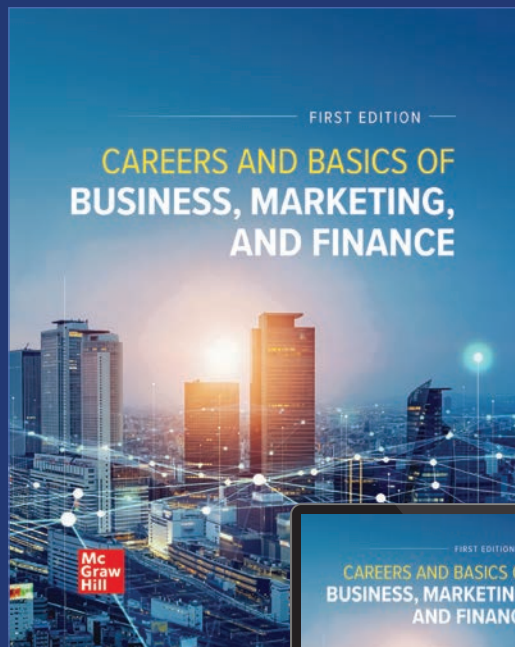
Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

Chapter 1: Whole Numbers: How to Dissect and Solve Word Problems	Chapter 8: Markups and Markdowns: Perishables and Break-even Analysis	Chapter 15: The Cost of Home Ownership
Chapter 2: Fractions	Chapter 9: Payroll	Chapter 16: How to Read, Analyze, and Interpret Financial Reports
Chapter 3: Decimals	Chapter 10: Simple Interest	Chapter 17: Depreciation
Chapter 4: Banking	Chapter 11: Promissory Notes, Simple Discount Notes, and the Discount Process	Chapter 18: Inventory and Overhead
Chapter 5: Solving for the Unknown: A How-to Approach for Solving Equations	Chapter 12: Compound Interest and Present Value	Chapter 19: Sales, Excise, and Property Tax
Chapter 6: Percents and Their Applications	Chapter 13: Annuities and Sinking Funds	Chapter 20: Life, Fire, and Auto Insurance
Chapter 7: Discounts: Trade and Cash	Chapter 14: Installment Buying	Chapter 21: Stocks, Bonds, and Mutual Funds
		Chapter 22: Business Statistics



Request a
digital sample!

Careers and Basics of Business, Marketing, and Finance

1st Edition ©2024 | McGraw Hill

An introduction to the world of business

Careers and Basics of Business, Marketing, and Finance is a practical, student-friendly guide to how businesses operate and the occupational roles that drive their success. Nearly every student will work for or run a business at some point, and understanding core business functions will help them thrive.

- **Highly accessible:** Each short, modular lesson starts with real-world dialogue to immediately engage students.
- **Real-life business scenarios:** Students learn to tackle common challenges for startups and established businesses through interactive dialogue and problem solving.
- **Research-backed design:** Proven learning design built on Bloom's Taxonomy and Keller's ARCS model enhances motivation and learning.

Student Edition Sample: 978-1-26-660595-6

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Digital simulations provide instant feedback as students solve business scenarios
- Engaging videos help students understand key concepts
- Rich assessment provides real-time feedback for students
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

- Chapter 1:** Fundamentals of the Business World
- Chapter 2:** Ethical and Social Responsibility in Business
- Chapter 3:** Essentials of Leadership and Management
- Chapter 4:** Operations Management

- Chapter 5:** Human Resource Management and Labor Relations
- Chapter 6:** Organizational Behavior
- Chapter 7:** Introduction to Marketing
- Chapter 8:** Accounting and Financial Statements



Available in print and 1- to 8-year digital
and bundle subscriptions

Advanced Business Foundations

1st Edition ©2025 | Ferrell, Hirt, and Ferrell

An exciting application-focused approach to business

Advanced Business Foundations takes students on an exciting journey of business, strategy, and management. This edition reflects lively developments in the business world, such as artificial intelligence, cryptocurrency, the sharing economy, transportation, and manufacturing technology. It also presents the transformational impact technology has on global trade, relationships, and career opportunities in the business world.

- **Real-life engagement:** Engaging relevant business cases challenge students to apply learning to solve real-life management problems.
- **Active learning:** Role-play activities at the end of each chapter immerse students in a business situation requiring teamwork to solve.
- **Rigorous content:** Ideal for students who have completed a foundational entrepreneurship program or are seeking a college-level course.

Student Edition Sample: 978-1-26-535948-5

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations provide instant feedback on core concepts
- Rich, interactive multimedia and assessments reinforce learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

Chapter 1: The Dynamics of Business and Economics
Chapter 2: Business Ethics and Social Responsibility
Chapter 3: Business in a Borderless World
Chapter 4: Options for Organizing a Business
Chapter 5: Small Business, Entrepreneurship, and Franchising

Chapter 6: The Nature of Management
Chapter 7: Organization, Teamwork, and Communication
Chapter 8: Managing Operations and Supply Chain
Chapter 9: Motivating the Workforce
Chapter 10: Managing Human Resources

Chapter 11: Customer-Driven Marketing
Chapter 12: Dimensions of Marketing Strategy
Chapter 13: Digital Marketing and Social Media
Chapter 14: Accounting and Financial Statements
Chapter 15: Money and the Financial System
Chapter 16: Financial Management and Securities Markets



Request a digital sample!



Available in print and 1- to 8-year digital and bundle subscriptions

Entrepreneurship Fundamentals

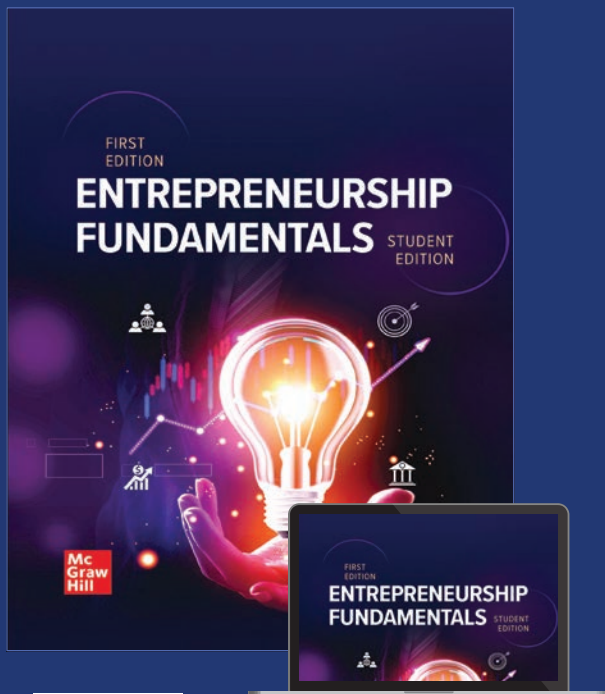
1st Edition ©2024 | McGraw Hill

Students master the skills to start a business

Entrepreneurship Fundamentals is the high school student's "guide on the side" to understanding what it takes to bring ideas to life. Students learn how to identify opportunities, develop an idea, and bring it to market. Through simulations and examples of real-life scenarios, students learn to solve problems like entrepreneurs.

- **Real-life application:** Students use learned concepts to make critical decisions and solve actual problems that entrepreneurs face.
- **Comprehensive content:** While approachable and accessible, students learn all they need, from starting up to growing the company.
- **Research-backed design:** A proven learning design based on Bloom's Taxonomy and Keller's ARCS model creates motivation and retention.

Student Edition Sample: 978-1-26-660679-3



Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations provide instant feedback on core concepts as students solve realistic business scenarios
- Rich multimedia and assessments reinforce learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

- Chapter 1:** Entrepreneurship: Going from an Idea to a Business
- Chapter 2:** Products
- Chapter 3:** Pricing and Distribution
- Chapter 4:** Promotion Mix: Tools, Goals, and Strategies

- Chapter 5:** Introduction to Marketing
- Chapter 6:** Understanding Your Customer
- Chapter 7:** Accounting and Financial Statements



Advanced Entrepreneurship

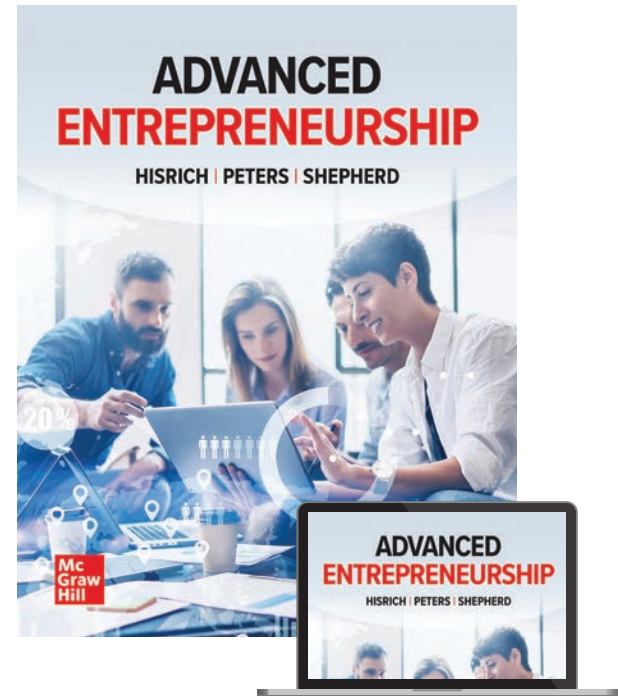
1st Edition ©2025 | Hisrich, Peters, and Shepherd

Gain insights on starting and growing a business

Advanced Entrepreneurship is packed with invaluable insights, such as successful entrepreneurs, case studies, and practical exercises to turn creative ideas into thriving businesses. *Advanced Entrepreneurship* has been designed to clearly instruct students on the process of formulating, planning, and implementing a new business venture.

- **Authentic case studies:** Profiles of entrepreneurs and numerous examples bring key learning objectives to life for students.
- **Genuine skill-building:** Students learn how to develop persuasive business plans, secure funding, build teams, and harness the power of digital marketing.
- **Active learning:** Chapter-ending research tasks and class discussion questions challenge students and reinforce the learning.

Student Edition Sample: 978-1-26-596140-4

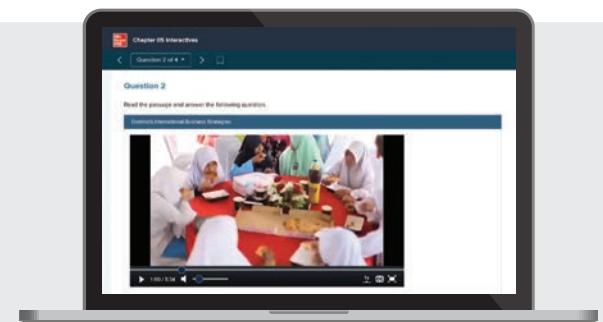


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to each student's progress
- High-quality simulations ask students to solve realistic business scenarios
- Rich multimedia and assessments reinforce learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

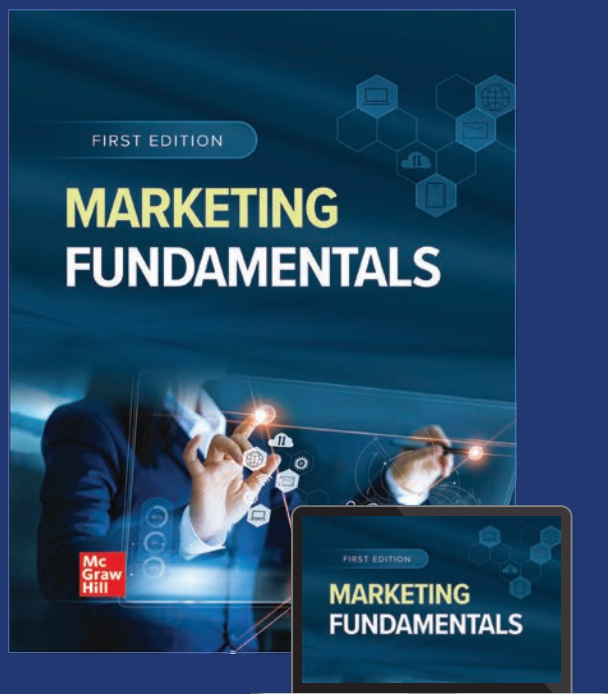


Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

- | | | |
|--|---|---|
| Chapter 1: The Entrepreneurial Mindset | Chapter 7: The Business Plan: Creating and Starting the Venture | Chapter 13: Strategies for Growth and Managing Implications of Growth |
| Chapter 2: Corporate Entrepreneurship | Chapter 8: The Marketing Plan | Chapter 14: Accessing Resources for Growth from External Sources |
| Chapter 3: Generating and Exploring New Entries | Chapter 9: The Organizational Plan | Chapter 15: Succession Planning and Strategies for Harvesting and Ending the Venture |
| Chapter 4: Creativity and the Business Idea | Chapter 10: The Financial Plan | |
| Chapter 5: Identifying and Analyzing Domestic and International Opportunities | Chapter 11: Sources of Capital | |
| Chapter 6: Protecting the Idea and Other Legal Issues for the Entrepreneur | Chapter 12: Informal Risk Capital, Venture Capital, and Going Public | |

Need digital review access or a sample? Pricing? More info?
mheducation.com/CTE | 800-388-3987 | Contact your local representative



**Request a
digital sample!**

Marketing Fundamentals

1st Edition ©2024 | McGraw Hill

Discover the exciting world of marketing

Marketing Fundamentals is the high school student's entry into understanding the dynamic world of marketing. Marketing is no longer just for those wishing to become business majors or marketing professionals. Anyone who wants to build awareness and influence others should understand the basic principles of marketing.

- **Case studies and examples:** Rich with examples from companies and organizations, big and small, students learn what strategies and tactics work in marketing.
- **A modern marketing approach:** From digital marketing to supply chain strategies, students learn the most up-to-date techniques to influence businesses and consumers.
- **Teacher support:** A 1,600-page online teacher's manual provides a wealth of discussion questions, activities, practice assignments, and more.

Student Edition Sample: 978-1-26-660641-0

Dynamic Resource Features

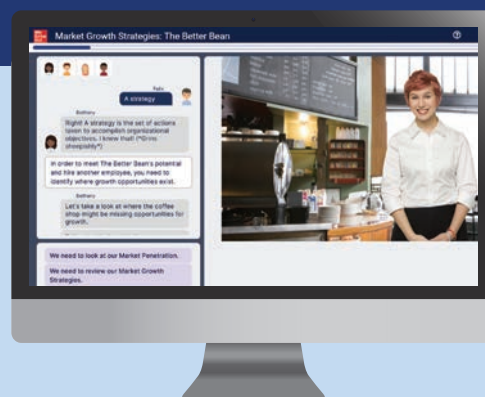
- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations ask students to solve realistic business scenarios
- Short, animated videos summarize challenging concepts
- More than 1,000 questions and problems support learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

- | | |
|--|---------------------------------------|
| Chapter 1: Marketing Overview | Chapter 6: Creating Value |
| Chapter 2: Marketing Strategy | Chapter 7: Capturing Value |
| Chapter 3: Today's Marketplace | Chapter 8: Delivering Value |
| Chapter 4: Understanding Your Customer | Chapter 9: Communicating Value |
| Chapter 5: Segmentation, Targeting, and Positioning | |

For Digital Marketing, see *Foundations of Digital Marketing: eCommerce*, page 26-7 of this catalog.



**Available in print and 1- to 8-year digital
and bundle subscriptions**



Advanced Marketing ^{NEW}

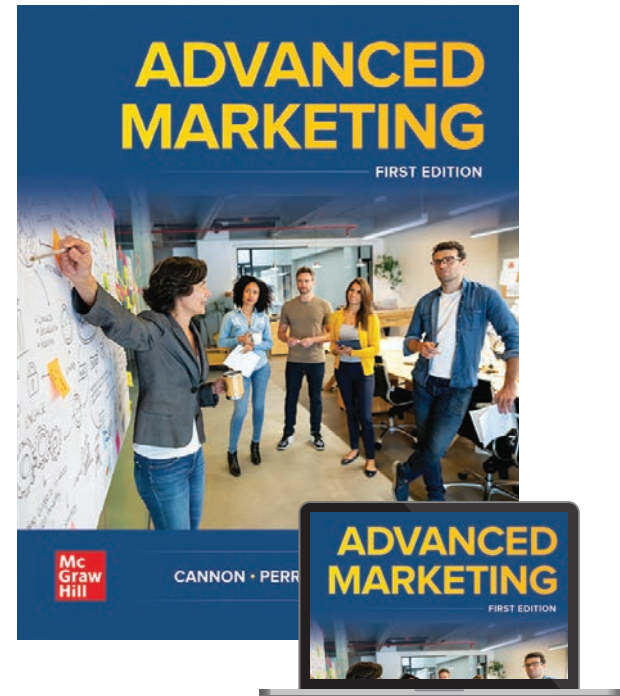
1st Edition ©2026 | Cannon, Perreault Jr., and McCarthy

Time to master modern marketing

Based on the best-selling title *Essentials of Marketing*, this program equips students with a comprehensive toolkit for crafting impactful marketing strategies that benefit both business and society. *Advanced Marketing* covers every essential stage, from strategic planning to real-world application, while exploring today's most pressing topics in marketing.

- **A modern approach:** Students extend beyond basic principles to purpose-driven marketing, strategic marketing analysis, and how best to gain and use customer insights.
- **Foundational principles:** The original version of this program, called *Basic Marketing*, introduced the four P's—Product, Place, Promotion, and Price—which is widely used as a marketing principle today.
- **Research-based learning design:** With clear learning objectives; visually vibrant images, charts, and study features; and excellent questions and problems, students will thrive in the course.

Student Edition Sample: 978-1-26-685333-3



Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Videos engage students and reinforce concepts
- Rich assessment with auto-grading ensures students understand concepts
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

Chapter 1: Marketing's Value to Consumers, Firms, and Society	Chapter 7: Improving Decisions with Marketing Information	Chapter 13: Promotion: Introduction to Integrated Marketing Communications
Chapter 2: Marketing Strategy Planning	Chapter 8: Elements of Product Planning for Goods and Services	Chapter 14: Personal Selling and Customer Service
Chapter 3: Evaluating Opportunities in the Changing Market Environment	Chapter 9: Product Management and New-Product Development	Chapter 15: Advertising and Sales Promotion
Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning	Chapter 10: Place and Development of Channel Systems	Chapter 16: Publicity: Promotion Using Earned Media, Owned Media, and Social Media
Chapter 5: Final Consumers and Their Buying Behavior	Chapter 11: Distribution, Customer Service, and Logistics	Chapter 17: Pricing Objectives and Policies
Chapter 6: Business and Organizational Customers and Their Buying Behavior	Chapter 12: Retailers, Wholesalers, and Their Strategy Planning	Chapter 18: Price Setting in the Business World
		Chapter 19: Appraisal, Review, and Reflection of Marketing in the 21st Century



Available in print and 1- to 8-year digital and bundle subscriptions

Accounting Fundamentals

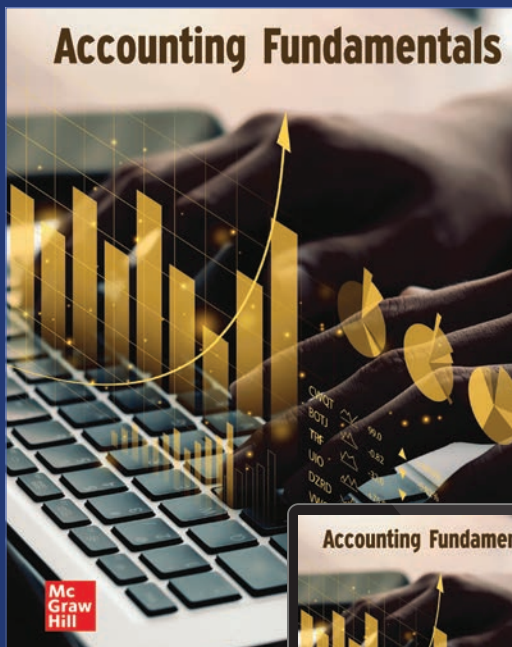
1st Edition ©2025 | McGraw Hill

Accounting practice for real-world confidence

Based on the highly regarded *Glencoe Accounting* series, *Accounting Fundamentals* takes students on an immersive journey from foundational accounting principles to an in-depth review of the accounting cycle for sole proprietorships, merchandising companies, and publicly held corporations. Students will solve real-world business problems and financial transactions and gain critical experience crafting and deciphering key financial documents that shape strategic business decisions.

- **Real-world situations:** Examples and problems use actual companies and real-world transactions, creating an approachable and relevant student experience.
- **Mathematics support:** “Math for Accounting” vignettes in each chapter reinforce relevancy and real-life application of mathematics.
- **Applied learning:** Case studies challenge students to apply key concepts and problem-solving skills in authentic situations.

Student Edition Sample: 978-1-26-500369-2

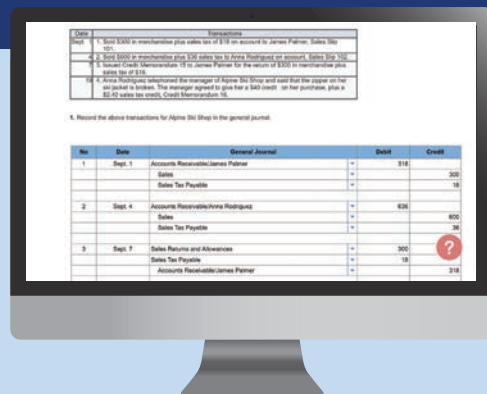


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Online Working Paper simulations (available in Connect only)
- Rich multimedia and assessment support the learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents



Unit 1: Introduction to Accounting (2 chapters)



Unit 3: Accounting for a Payroll System (2 chapters)



Unit 5: Accounting for Special Procedures (5 chapters)



Unit 2: The Basic Accounting Cycle (9 chapters)



Unit 4: The Accounting Cycle for a Merchandising Corporation (8 chapters)



Unit 6: Additional Accounting Topics (3 chapters)

Advanced Accounting

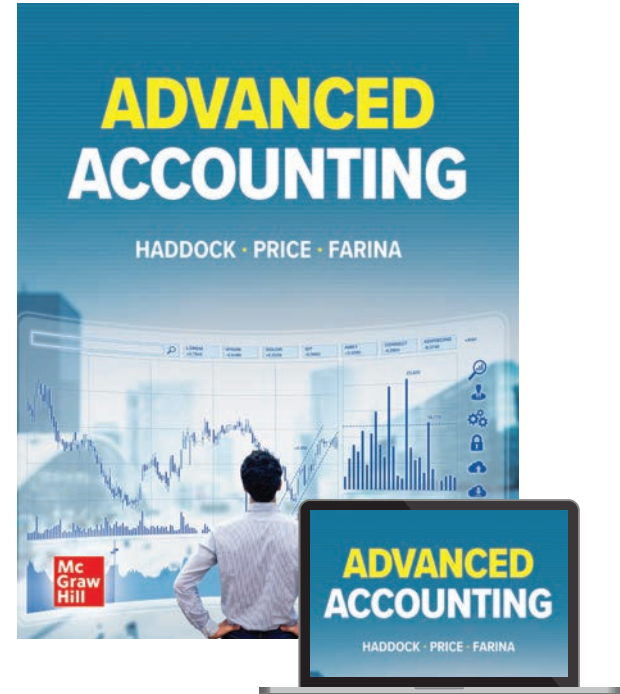
1st Edition ©2025 | Haddock, Price, and Farina

Taking accounting to the next level

Advanced Accounting provides step-by-step explanations and real-world examples to bring accounting to life for students ready for a more rigorous college-level accounting course. It simplifies complex accounting principles and empowers students to confidently communicate with any business leader in one of the oldest languages in the world—accounting.

- **Real-company examples:** Chapter openers feature real business situations featuring iconic brands such as Apple, Costco, Dr Pepper, Facebook, Starbucks, and Uber.
- **CB preparation:** End-of-chapter materials include questions that will help aspiring bookkeepers to achieve the Certified Bookkeeper (CB) designation.
- **Thoughtful pedagogical design:** Clear learning objectives, visual representations, and active learning activities give accounting students confidence.

Student Edition Sample: 978-1-26-597439-8

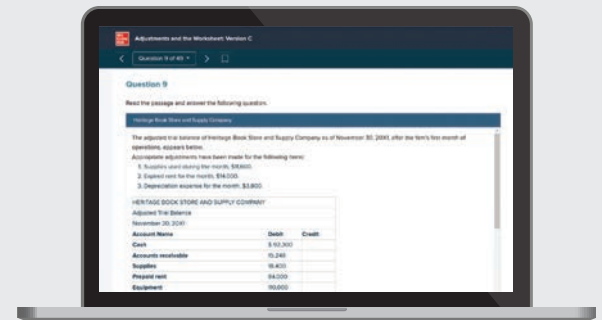


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Video accounting lessons and extensive assessment help students understand and retain their learning
- Excel activities give students opportunities to practice their skills
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

- | | |
|---|---|
| Chapter 1: Accounting: The Language of Business | Chapter 7: Accounting for Sales, Accounts Receivable, and Cash Receipts |
| Chapter 2: Analyzing Business Transactions | Chapter 8: Accounting for Purchases, Accounts Payable, and Cash Payments |
| Chapter 3: Analyzing Business Transactions Using T Accounts | Chapter 9: Cash |
| Chapter 4: The General Journal and the General Ledger | Chapter 10: Payroll Computations, Records, and Payment |
| Chapter 5: Adjustments and the Worksheet | Chapter 11: Payroll Taxes, Deposits, and Reports |
| Chapter 6: Closing Entries and the Postclosing Trial Balance | Chapter 12: Accruals, Deferrals, and the Worksheet |
| Mini Practice Set 1: Service Business Accounting Cycle | Chapter 13: Financial Statements and Closing Procedure |
| | Mini Practice Set 2: Merchandising Business Accounting Cycle |

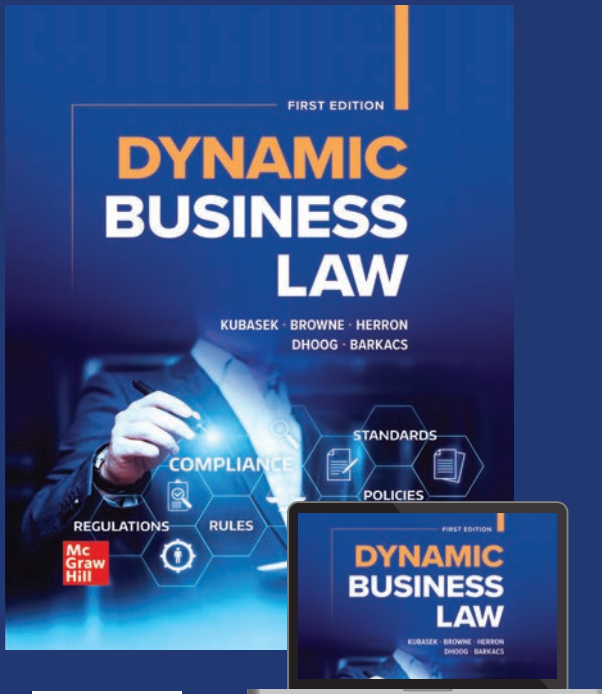
Dynamic Business Law

1st Edition ©2025 | Kubasek, Browne, et al.

A student-centered approach to business law

Featuring a concise, student-focused approach, a cohesive theme, and engaging real-life cases, *Dynamic Business Law* provides an ethical decision-making framework that emphasizes critical thinking. Students learn how businesses live in an atmosphere of legal rights and responsibilities and how to navigate that reality as future business leaders.

- **Application-based activities:** Students gain valuable practice using problem-solving skills by applying their knowledge to realistic scenarios.
- **Business leader preparation:** *Practical Tips for Business Managers* emphasizes that this book is a business law book, full of helpful ideas for modern business leaders.
- **Real-life examples:** Case features relating directly to study topics provide vivid, practical introductions to the kinds of legal issues that face businesses today.



Request a
digital sample!

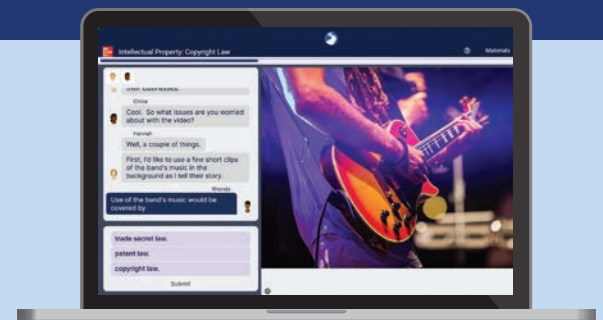
Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations provide instant feedback on core concepts
- Rich multimedia and assessment supports learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

- | | |
|--|---|
| Part 1: The Legal Environment of Business (8 chapters) | Part 5: Creditors' Rights and Bankruptcy (1 chapter) |
| Part 2: Contract Law (6 chapters) | Part 6: Agency (1 chapter) |
| Part 3: Domestic and Internal Sales Law (2 chapters) | Part 7: Business Organizations (3 chapters) |
| Part 4: Negotiable Instruments and Banking (2 chapters) | Part 8: Government Regulation (2 chapters) |



Available in print and 1- to 8-year digital
and bundle subscriptions

Focus on Personal Financial Literacy, High School Edition

1st Edition ©2024 | Kapoor, Dlabay, et al.

A real-world approach to personal finance

Delivering comprehensive coverage of the key topics in personal finance courses, *Focus on Personal Financial Literacy* is designed to appeal to a diverse student population with various life situations and financial literacy levels. The hands-on approach encourages students to think about relevant, real-life situations and goals.

- **Standards aligned:** Content aligns with the Council for Economic Education and Jump\$tart Coalition National Standards for Personal Financial Education.
- **Accessible design:** A high school-friendly design provides examples that resonate with students and engaging illustrations of complex concepts and processes.
- **Active learning:** Real-life applications engage students in decision-making, critical-thinking, and practical skills they need for sound financial planning.
- **Teacher support:** Unmatched teacher support, in print and online, includes pacing information, lecture support, discussion prompts, and project-based learning ideas.

Student Edition Sample: 978-1-26-563495-7

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Engaging videos, application-based activities, and assessment provide real-time support of learning objectives
- Extra support for usage of calculators, Excel, math topics, and more
- A mobile app with eBook for studying on the go

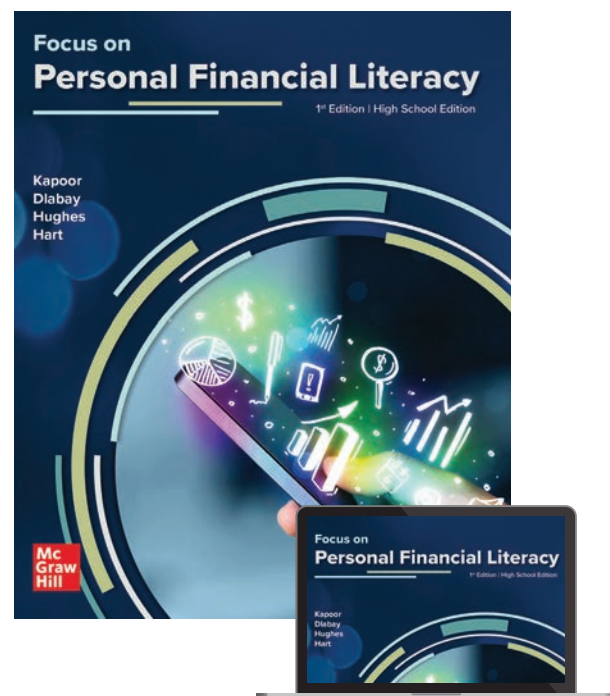
Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

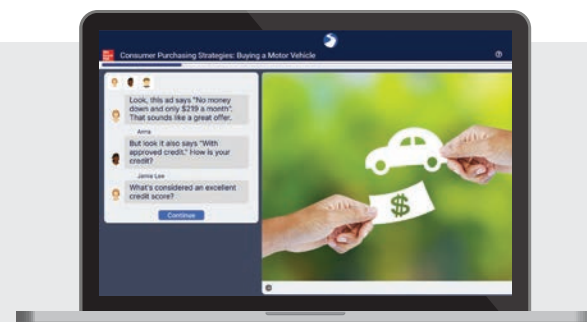
Chapter 1: Personal Financial Literacy: An Introduction
Chapter 2: Earning Income: Career Planning
Chapter 3: Planning: Money Management and Budgeting
Chapter 4: Planning: Taxes
Chapter 5: Saving: Banking and Financial Services

Chapter 6: Managing Credit: Sources and Uses
Chapter 7: Spending: Wise Buying of Motor Vehicles
Chapter 8: Spending: Planning Your Housing
Chapter 9: Managing Risk: Home and Auto Insurance
Chapter 10: Managing Risk: Health and Disability Insurance

Chapter 11: Managing Risk: Life Insurance
Chapter 12: Investing: Basics and Bonds
Chapter 13: Investing: Stocks
Chapter 14: Investing: Mutual Funds



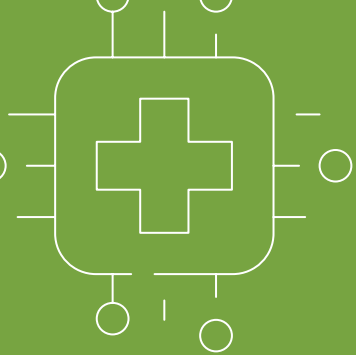
Request a digital sample!



Available in print and 1- to 8-year digital and bundle subscriptions

Need digital review access or a sample? Pricing? More info?

mheducation.com/CTE | 800-388-3987 | Contact your local representative



Health Science



Careers and Basics of Health Science

1st Edition ©2025 | Booth

Take the first step into health science

The *Careers and Basics of Health Science* program inspires students to explore careers and build foundational skills in the exciting world of healthcare. Renowned expert Kathryn Booth uses years of experience, straightforward language, and proven learning design to ensure students learn, apply, and retain skills and knowledge they will use in their careers.

- **Approachable learning design:** Reading checks, reviews, and real-world activities check students for understanding and ask them to apply newly learned skills in authentic situations.
- **Career support:** Healthcare occupation profiles include daily responsibilities, education requirements, certifications, and job outlook.
- **Reviewed by experts:** Content is reviewed and endorsed by the National Consortium for Health Science Education and HOSA Future Health Professionals.

Student Edition Sample: 978-1-26-631933-4

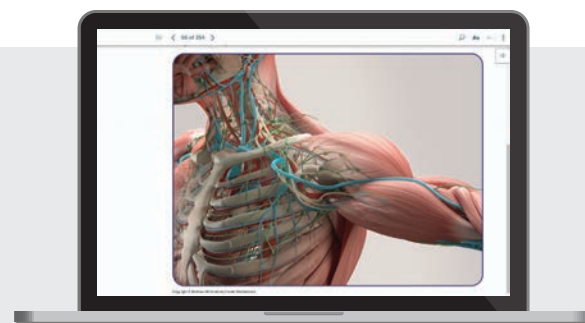


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic procedure activities provide instant feedback and build work-based skills
- Rich interactive videos and assessments support the learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents



Unit 1: Healthcare Foundations (13 chapters)



Unit 3: Careers in Diagnostic Services (4 chapters)



Unit 5: Careers in Support Services (2 chapters)



Unit 2: Careers in Therapeutic Services (11 chapters)

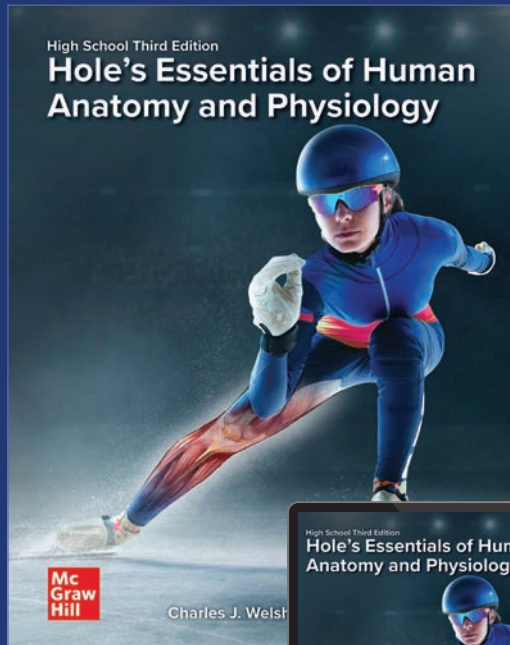


Unit 4: Careers in Health Informatics (2 chapters)



Unit 6: Careers in Biotech Research and Development (2 chapters)

Need digital review access or a sample? Pricing? More info?
mheducation.com/CTE | 800-388-3987 | Contact your local representative



Request a digital sample!

Hole's Essentials of Human Anatomy and Physiology, High School Edition

3rd Edition ©2026 | Welsh and Prentice-Craver

An engaging high school introduction to human anatomy

Hole's Essentials of Human Anatomy and Physiology is widely respected for its engaging visual design, robust array of labs and activities, and real-world career connections. Scaffolded instruction for vocabulary support, streamlined labs, projects, and activities offer flexibility for diverse student populations and instructional schedules.

- **Real-world application:** Unit projects and thematic, chapter-level case studies bring relevance and real-world application to instruction.
- **Extensive assessment:** Expanded Chapter Reviews include new multiple-choice, short-answer, critical-thinking, and clinical application questions.
- **Unparalleled teacher support:** A High School Teacher Manual, in print and online, includes a pacing summary with integrated suggestions for activities and labs.

Student Edition Sample: 978-1-26-524485-9

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- A Lab Manual and Virtual Labs provide hands-on inquiry and discovery
- Kahoot! gamifies the classroom to simplify teaching and ignite learning
- *Anatomy & Physiology REVEALED® (APR)*, the ultimate virtual dissection experience, enhances lectures and labs*

Access is made easy through your learning management system or single sign-on.
Online teacher materials in the platform support instruction. See page 4 for more details.

*Subscriptions without APR are available. APR is also available as a stand-alone component.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

Chapter 1: Introduction to Human Anatomy and Physiology	Chapter 7: Skeletal System	Chapter 14: Lymphatic System and Immunity
Chapter 2: Chemical Basis of Life	Chapter 8: Muscular System	Chapter 15: Digestive System and Nutrition
Chapter 3: Cells	Chapter 9: Nervous System	Chapter 16: Respiratory System
Chapter 4: Cellular Metabolism	Chapter 10: The Senses	Chapter 17: Urinary System
Chapter 5: Tissues	Chapter 11: Endocrine System	Chapter 18: Water, Electrolyte, and Acid-Base Balance
Chapter 6: Integumentary System	Chapter 12: Blood	Chapter 19: Reproductive Systems
	Chapter 13: Cardiovascular System	Chapter 20: Pregnancy, Growth, Development, and Genetics

Hole's Human Anatomy & Physiology

16th Edition ©2022 | Welsh and Prentice-Craver

The gold standard approach to anatomy and physiology

A market leader for over 40 years, *Hole's Human Anatomy & Physiology* delivers a comprehensive, in-depth exploration of anatomy and physiology while emphasizing fundamentals for students with minimal prior science knowledge. The proven Learn, Practice, Assess learning system ensures students understand, apply, and master complex concepts, while the Understanding Words feature builds a solid anatomy and physiology vocabulary.

- **Visually enhanced:** Enhanced dynamic art helps clarify key principles, increases visual impact, and ensures accuracy to reinforce important concepts.
- **Career focused:** The chapter-level Career Corner introduces students to a variety of fields of practice and related occupations.
- **Active lab work:** A Lab Manual with 34 hands-on activities complements any anatomy and physiology course while extensive virtual labs provide an engaging digital experience.

Student Edition Sample: 978-1-26-433385-1

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Virtual Labs deliver a realistic, simulated lab experience
- Labeling and Animation Activities illustrate important processes
- Interactive question banks and content assessments check student understanding
- *Anatomy & Physiology REVEALED® (APR)*, the ultimate virtual dissection experience, enhances lectures and labs*

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 4 for more details.

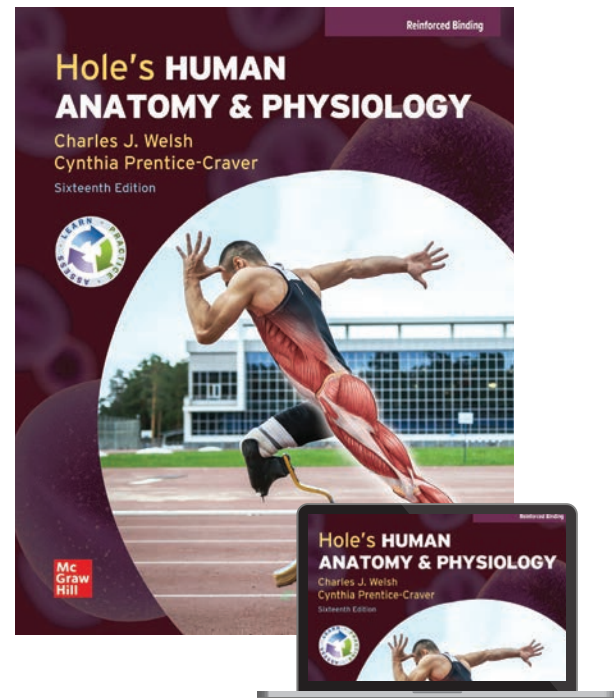
*Subscriptions without APR are available. APR is also available as a stand-alone component.

Table of Contents

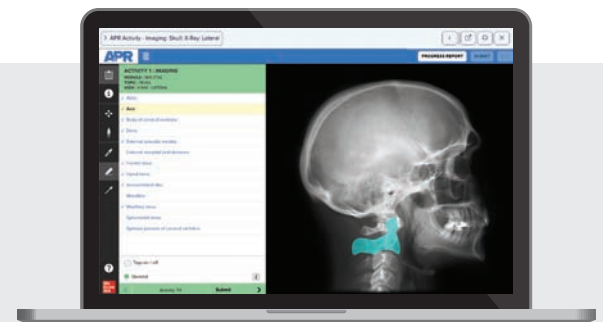
Chapter 1: Introduction to Human Anatomy and Physiology
Chapter 2: Chemical Basis of Life
Chapter 3: Cells
Chapter 4: Cellular Metabolism
Chapter 5: Tissues
Chapter 6: Integumentary System
Chapter 7: Skeletal System
Chapter 8: Joints of the Skeletal System

Chapter 9: Muscular System
Chapter 10: Nervous System I: Basic Structure and Function
Chapter 11: Nervous System II: Divisions of the Nervous System
Chapter 12: Nervous System III: Senses
Chapter 13: Endocrine System
Chapter 14: Blood
Chapter 15: Cardiovascular System

Chapter 16: Lymphatic System and Immunity
Chapter 17: Digestive System
Chapter 18: Nutrition and Metabolism
Chapter 19: Respiratory System
Chapter 20: Urinary System
Chapter 21: Water, Electrolyte, and Acid-Base Balance
Chapter 22: Reproductive Systems
Chapter 23: Pregnancy, Growth, and Development
Chapter 24: Genetics and Genomics



Request a digital sample!



Available in print and 1- to 8-year digital and bundle subscriptions

Essentials of Medical Language

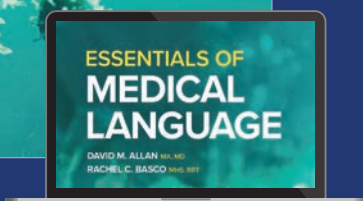
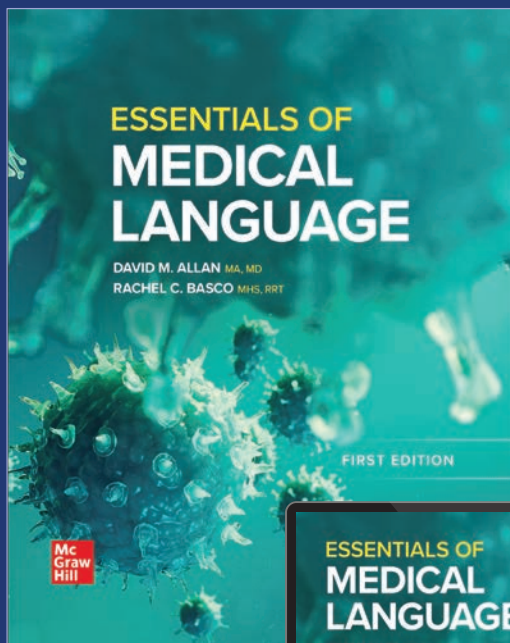
1st Edition ©2024 | Allan and Basco

Medical terminology made memorable

Essentials of Medical Language uses learning science to help students master the complex language of modern healthcare. Organized by body system in an outside-to-inside sequence, students experience terminology in the same differentiated diagnosis method a physician would use in an examination. Authentic patient cases place the student in the shoes of a healthcare professional, supporting term retention.

- **Real-life context:** Students experience real-life cases from different allied health and LPN-level nursing roles.
- **Thorough term coverage:** Over 2,000 medical terms with their pronunciation, elements, and definition prepare students for success.
- **Pronunciation and practice:** A rich digital experience provides a wealth of practice and pronunciation support.

Student Edition Sample: 978-1-26-551410-5

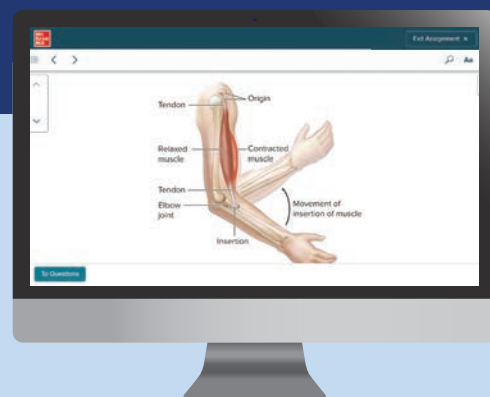


Request a
digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Over 4,000 practice item assessment bank includes oral pronunciation
- Students learn and listen to the pronunciation of over 2,000 terms
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. All students can access a smartphone eBook app. Online teacher materials in the platform support instruction. See page 4 for more details.



Available in print and 1- to 8-year digital
and bundle subscriptions

Table of Contents

Chapter 1: The Anatomy of Medical Terms
Chapter 2: The Body as a Whole, Cells, and Genes
Chapter 3: The Integumentary System
Chapter 4: The Skeletal System
Chapter 5: Muscles and Tendons
Chapter 6: The Cardiovascular and Circulatory System

Chapter 7: The Blood, Lymphatic, and Immune System
Chapter 8: The Respiratory System
Chapter 9: The Digestive System
Chapter 10: The Nervous System and Mental Health
Chapter 11: Special Senses of the Eye and Ear
Chapter 12: The Endocrine System

Chapter 13: The Urinary System
Chapter 14: The Male Reproductive System
Chapter 15: The Female Reproductive System
Chapter 16: Infancy to Old Age

The Role of the Athletic Trainer in Sports Medicine: An Introduction for the Secondary Student ^{NEW!}

3rd Edition ©2026 | Prentice

Discover the world of athletic training

The Role of the Athletic Trainer in Sports Medicine is a best-selling program for high school students interested in pursuing a career in athletic training as a part of sports medicine. Dr. William Prentice's experience as a Hall of Fame athletic trainer informs how he teaches students foundational knowledge and skill-building in this exciting field.

- **Researched-based learning design:** Extensive questions, class activities, and critical-thinking exercises ask students to apply learned skills in real-life scenarios.
- **Visual engagement:** Vivid photos and illustrations with detailed procedures provide visual clarity to key topics.
- **Standards-aligned content:** Content fully aligns with the National Athletic Trainer's Association (NATA) standards.

Student Edition Sample: 978-1-26-525367-7

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Vocabulary cards and updated assessments support learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

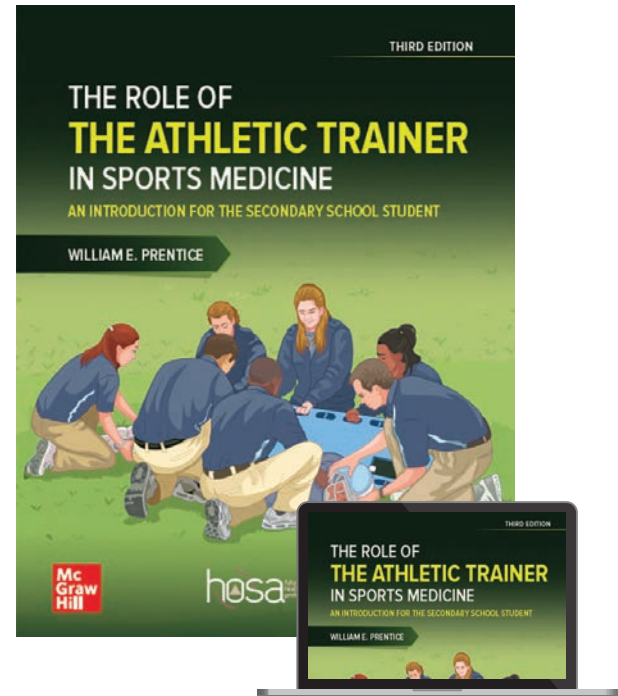
Access is made easy through your learning management system or single sign-on. All students can access a smartphone eBook app. Online teacher materials in the platform support instruction. See page 4 for more details.

Table of Contents

Chapter 1: Investigating the Field of Sports Medicine
Chapter 2: Understanding the Concepts of Athletic Health Care Administration
Chapter 3: Analyzing Legal, Ethical, and Insurance Considerations in Sports Medicine
Chapter 4: Understanding the Basics of Training and Conditioning Techniques for Preventing Injuries

Chapter 5: Assessing Environmental Factors that Lead to Injuries
Chapter 6: Understanding Sports Nutrition and Dietary Supplements
Chapter 7: Understanding Basic Taping, Wrapping, and Bracing for Injuries
Chapter 8: Determining Appropriate Emergency Injury Management

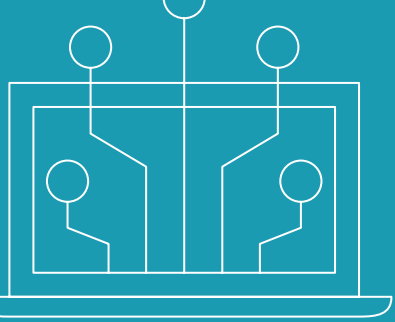
Chapter 9: Recognizing and Preventing the Spread of Bloodborne Pathogens and Wound Care
Chapter 10: Investigating the Psychological Aspects of Injury
Chapter 11: Introduction to Rehabilitation and Modalities
Chapter 12: Basic Pharmacology and Substance Abuse
Chapter 13: Fundamental Concepts of Evaluation
Chapter 14: Identifying Basic Tissue Responses and Common Injuries
Chapter 15: Anatomy of the Human Body



Request a digital sample!



Available in print and 1- to 8-year digital and bundle subscriptions



Computing and Technology



Exploring Digital and Information Technology

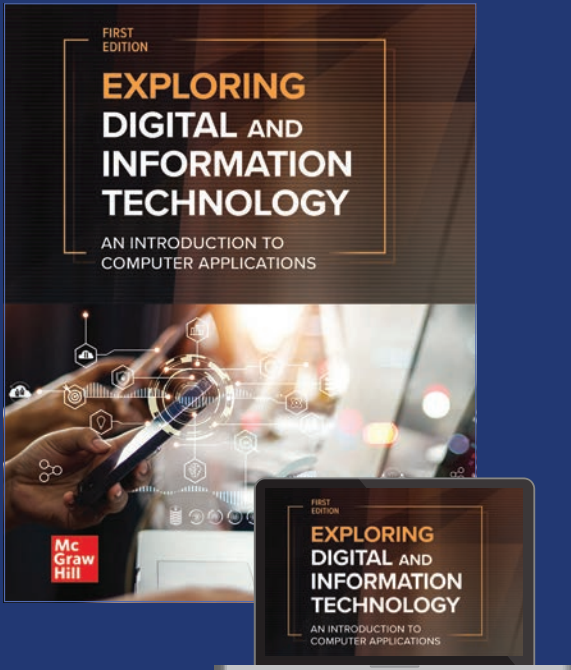
1st Edition ©2025 | McGraw Hill

Explore the world of computing

Exploring Digital and Information Technology brings order to the ever-evolving world of computing by giving students foundational experience in the technology essential to their futures: computer hardware, operating systems, common business applications, digital citizenship, artificial intelligence, and more. Students explore the vast landscape of computing while doing hands-on activities to start building foundational skills.

- **Modular design:** Content is scaffolded, organized in a logical progression, and modular to provide teachers with great flexibility.
- **Future-proof content:** Students gain a deep understanding of the technology they use every day and what they will use for career success.
- **Teaching support:** Teachers have exemplary support with a Teacher's Edition, presentation materials, discussion prompts, and more.

Student Edition Sample: 978-1-26-631861-0



Request a
digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Authentic simulations provide instant feedback on core concepts
- Interactive multimedia and robust assessments reinforce learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

Chapter 1: Computer Hardware
Chapter 2: Computer Software
Chapter 3: Computer Input
Chapter 4: Computer Output
Chapter 5: Computer Storage
Chapter 6: Windows 10
Chapter 7: Windows 11

Chapter 8: Mac OS
Chapter 9: Networking and Connecting to the Internet
Chapter 10: Internet Research
Chapter 11: Digital Citizenship
Chapter 12: Computer Security
Chapter 13: Computers in Business
Chapter 14: File Management

Chapter 15: Databases
Chapter 16: Spreadsheets
Chapter 17: Programming
Chapter 18: Web Design and Development
Chapter 19: Emerging Technologies
Chapter 20: Artificial Intelligence



Available in print and 1- to 8-year digital
and bundle subscriptions

Foundations ^{NEW!}

A smarter way to build future-ready skills

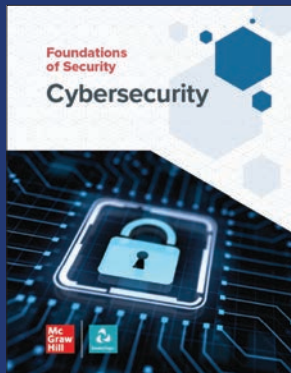
©2026 | Grades 9–12 | Binary Logic



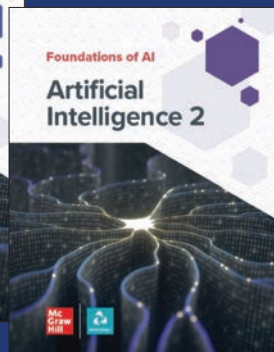
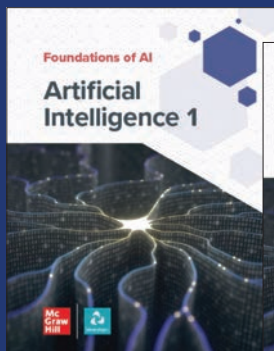
MULTI-PROGRAM
BUNDLES AVAILABLE!



Computer Science



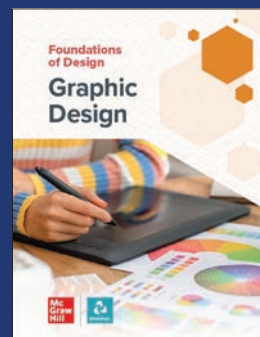
Request
a digital
sample!



Electronics and Engineering



Design and Marketing

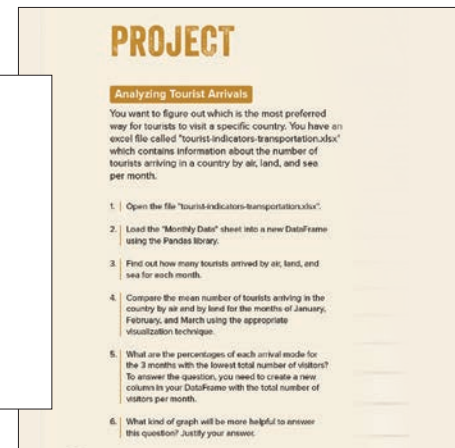
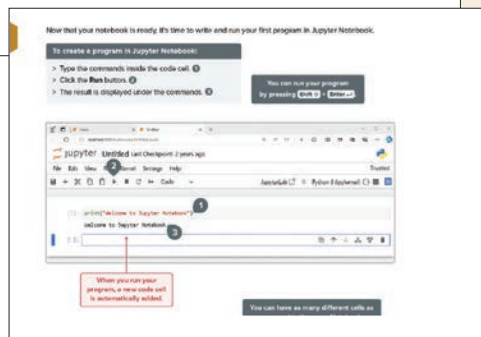
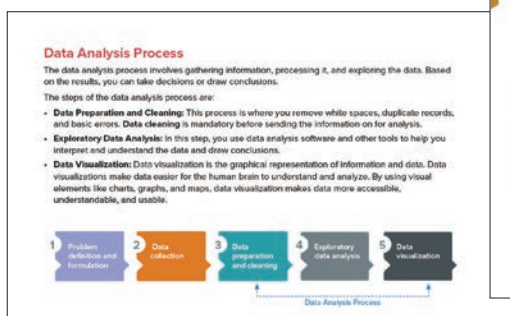


Prepare students for life-shaping technology

Foundations is an innovative series of titles, each covering a timely topic, developed with a high school student's background knowledge in mind to support effective learning.

- **Active learning:** Engages students through well-defined learning goals, real-world activities, and project-based learning.
- **Expertly designed:** Uses a research-based approach to building digital competencies, developed by expert educators.
- **Timely and relevant:** Aligns with the latest industry standards, preparing students for future careers.
- **Complete teacher support:** Helps educators with lesson plans, lesson guides, assessments, and pre-mapped standards alignment.

Proven learning design builds knowledge and skills



Foundational content provides a framework of knowledge for students.

Hands-on activities help students develop key skills.

End-of-unit projects provide application of skills to real-life scenarios.

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Videos engage students and support instructional goals
- Extensive auto-graded assessment supports each learning objective
- Rich soft skills activities and an exploratory Career Center help make students future-ready (see pages 3-4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions.

Twelve Programs Available to Match Your Curriculum Needs

Foundations of Technology: Computer Science
978-1-26-492924-5 – 158 pages

Foundations of Security: Cybersecurity
978-1-26-490942-1 – 112 pages

Foundations of AI: Artificial Intelligence 1
978-1-26-595259-4 – 152 pages

Foundations of AI: Artificial Intelligence 2
978-1-26-587178-9 – 132 pages

Foundations of Data: Data Science
978-1-26-579655-6 – 166 pages

Foundations of IoT: Internet of Things 1
978-1-26-467054-3 – 147 pages

Foundations of IoT: Internet of Things 2
978-1-26-590286-5 – 166 pages

Foundations of Programming: Software Engineering
978-1-26-546606-0 – 158 pages

Foundations of Digital Marketing: eCommerce
978-1-26-559649-1 – 164 pages

Foundations of Design: Graphic Design
978-1-26-626335-4 – 168 pages

Foundations of STEM: Electronics
978-1-26-577311-3 – 205 pages

Foundations of STEM: Engineering Design
978-1-26-624754-5 – 208 pages



**MULTI-PROGRAM
BUNDLES AVAILABLE!**



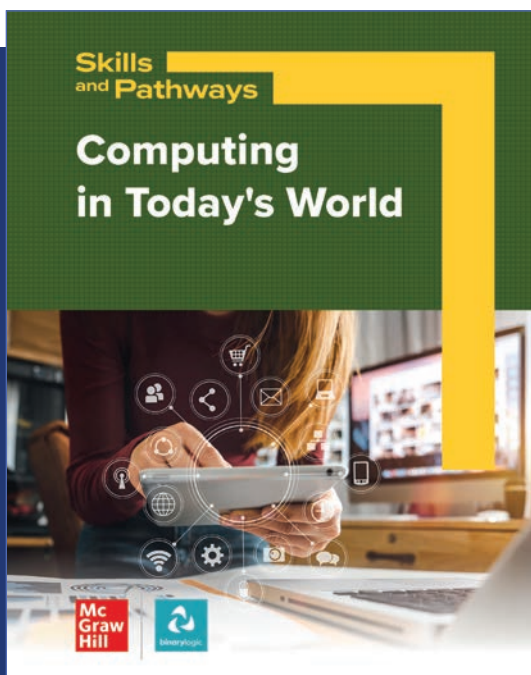
**Request a
digital sample!**

Skills and Pathways ^{NEW!}

©2026 | Grades 8–12 | Binary Logic

A certification-aligned series preparing your students for life and work in a tech-centered world

- Provides flexibility and ease-of-use with print and digital options
- Builds key workplace skills with clear instruction
- Balances theoretical knowledge and practical applications
- Prepares students for Microsoft Office Specialist and ICDL certifications
- Supports educators with teaching resources



Student Edition Sample: 978-1-26-627879-2

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Extensive auto-graded assessment supports each learning objective
- Rich soft skills activities and an exploratory Career Center help make students future-ready (see pages 3–4)
- A complete online Teacher's Edition and other support resources
- A mobile app with eBook for studying on the go
- Short videos instruct students on specific tasks in the application

Skills and Pathways: Computing in Today's World

©2026

Prepares for the ICDL Computer & Online Essentials certification

Build essential digital skills for today's world by learning file management, online safety, and how to use productivity tools like Microsoft Teams, Outlook, and Edge. Gain confidence in navigating technology for academic, personal, and professional success.



**Available in print and 1- to 8-year digital
and bundle subscriptions**

Your students' path to Microsoft Office certification success



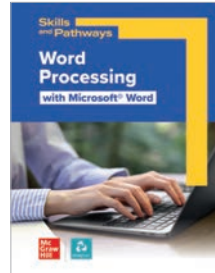
Skills and Pathways: Spreadsheets with Microsoft® Excel

©2026

Student Edition Sample:
978-1-26-691479-9

Prepares for Microsoft Office Specialist: Excel Associate and ICDL Spreadsheets certifications

Develop skills to organize, analyze, and visualize data using Excel's powerful tools, including formulas, pivot tables, charts, and conditional formatting. Learn how to manage and present data effectively for real-world applications.



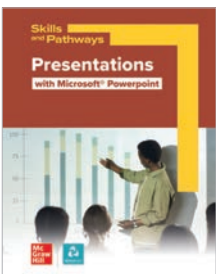
Skills and Pathways: Word Processing with Microsoft® Word

©2026

Student Edition Sample:
978-1-26-618449-9

Prepares for Microsoft Office Specialist: Word Associate and ICDL Documents certifications

Learn how to create professional quality documents with advanced formatting, tables, graphics, mail merge, and accessibility improvements. Master efficient file management and develop polished documents for academic and professional use.



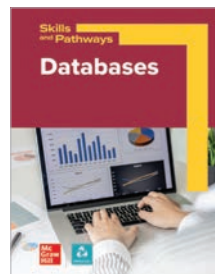
Skills and Pathways: Presentations with Microsoft® PowerPoint

©2026

Student Edition Sample:
978-1-26-665681-1

Prepares for Microsoft Office Specialist: PowerPoint Associate and ICDL Presentation certifications

Learn to design engaging, visually appealing presentations with multimedia, animations, transitions, and charts. This course helps you create dynamic slideshows and communicate ideas effectively in a variety of contexts.



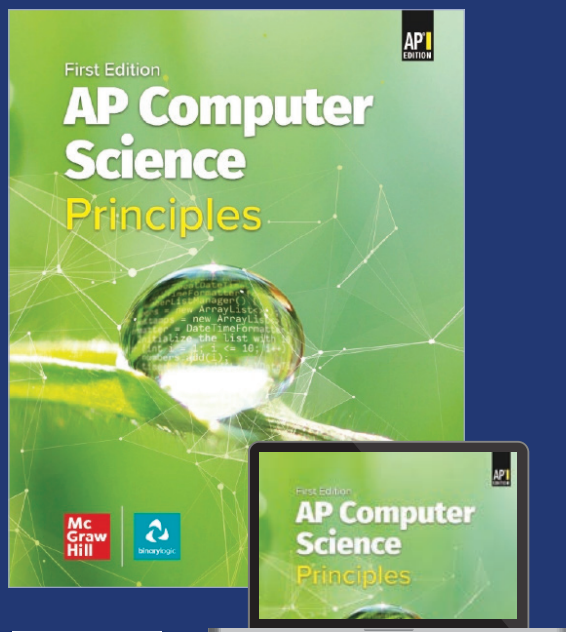
Skills and Pathways: Databases

©2026

Student Edition Sample:
978-1-26-665651-4

Prepares for Microsoft Office Specialist: Access Expert and ICDL Databases certifications

Explore how to design and manage databases, including organizing data, creating relationships, running queries, and generating professional reports. Build practical skills to manage structured information for a range of applications.



AP® Computer Science Principles NEW!

1st Edition ©2026 | Binary Logic

Explore the dynamic world of computer science

Developed exclusively for AP Computer Science Principles and fully aligned to the College Board Framework, this program equips students with the essential knowledge and skills to excel on the AP exam and thrive in the ever-evolving field of technology. Students are well supported in their exploration of the world of computing as they investigate, evaluate, design, and develop programs that reveal the value and impact of computer science.

In-depth exploration of key topics includes Creativity, Abstraction, Data and Information, Algorithms and Programming, The Internet, Global Impact, and Computing Innovations.

Student Edition Sample: 978-1-26-568906-3



**Request a
digital sample!**

AP-Level Rigor, High School-Friendly Support

- **Clear, concise instruction** makes the content accessible to diverse student populations with varying background knowledge.
- **Worked examples** focus on practical applications, utilizing flowcharts to clarify complex ideas.
- **Engaging AP-style exercises**, complete with answers, mirror the AP exam format to give students targeted practice all year long.
- Two **full-length AP practice tests** with answers (one in print, and one online), prepare students for success on exam day.
- **Digital resources** include an interactive eBook, adaptive SmartBook®, and instructional aids.
- **Robust teacher resources** that support both new and experienced computer science teachers. Includes a sample syllabus, pacing guide, specialized strategies, answer keys, and differentiated instructional support.



**Available in print and 1 to 8-year
digital and bundle subscriptions.**

AP Computer Science Test Prep – 5 Steps to a 5



AP Computer Science Principles

978-1-26-525610-4

AP Computer Science A

978-1-26-552732-7

Everything Your Students Need to Score a 5

- Full-length practice exams reflecting the latest AP exam requirements
- Hundreds of practice exercises with thorough answer explanations
- A comprehensive overview of the AP exam format
- Authentic multiple-choice and free-response practice questions



AP® Computer Science A

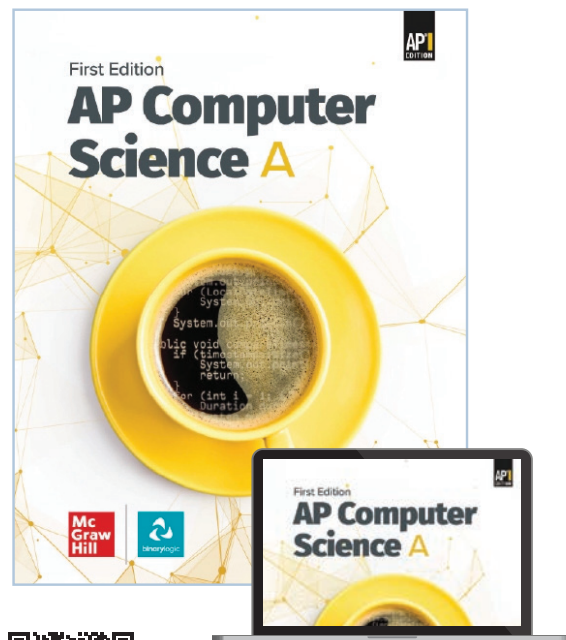
1st Edition ©2026 | Binary Logic

Discover the power of programming

Designed specifically for AP Computer Science A, this print and digital program provides thorough coverage of essential topics and full alignment to the College Board Framework. Students develop Computational Thinking Practices and master the Big Ideas to not only excel on the AP exam but also develop a strong foundation in Java object-oriented programming and gain insight into real-world applications in STEM-related fields.

Comprehensive coverage includes Object-Oriented Programming, Data Structures, Algorithms, Control Structures, Classes and Objects, and Recursion.

Student Edition Sample: 978-1-26-651114-1



Request a digital sample!

Build Conceptual Understanding for AP Success

- Clear and **straightforward explanations** present theory in an accessible manner.
- **Free-response questions** reinforce concepts, develop critical-thinking skills, and deepen understanding.
- Two **full-length AP practice tests** with answers (one in print, and one online), prepare students for success on exam day.
- **Digital resources** include an interactive eBook, adaptive SmartBook®, and instructional aids.
- **Robust teacher resources** include a sample syllabus, pacing guide, specialized strategies, answer keys, and differentiated instructional support

AP®, Advanced Placement®, and College Board® are registered trademarks of the College Board, which was not involved in the production of, and does not endorse, this product.



Available in print and 1- to 8-year digital and bundle subscriptions

The 5-Step Plan

- **STEP 1** A customized study plan with three model schedules
- **STEP 2** An AP-style Diagnostic Exam to determine readiness
- **STEP 3** Strategies to get an edge on test day
- **STEP 4** Comprehensive review to ensure mastery
- **STEP 5** Full-length practice exams to build confidence

A Digital Version Provides Robust Resources

- An interactive eBook
- A diagnostic assessment
- Subject-specific flashcards for most courses
- Interactive tests and practice questions
- "5 Minutes to a 5" bellringers for quick review of key concepts

Need digital review access or a sample? Pricing? More info?
mheducation.com/CTE | 800-388-3987 | **Contact your local representative**

Level Up Through Digital Discoveries NEW



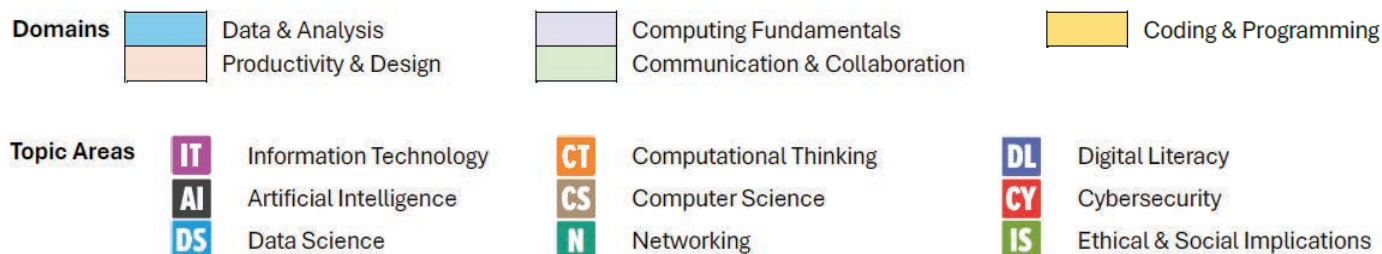
A fun, easy-to-use, standards-aligned approach to teaching computing and AI literacy across grades!

Grades K-12 | ©2026 | Binary Logic

Make computer science a natural part of your students' learning in every grade using a curriculum aligned with the AI Literacy Framework, ISTE, and CSTA K-12 CS Standards.

- **A multi-grade approach:** Uses a comprehensive, progressive development to build ever-stronger understanding through each grade, moving students from foundational skills to advanced concepts.
- **Active learning:** Engages students through well-defined learning goals, hands-on activities, and project-based learning.
- **Modern and relevant:** Incorporates AI literacy, coding, cybersecurity, and robotics.
- **Digital literacy:** Students will explore the use and impacts of AI and cybersecurity, developing critical thinking for informed, responsible digital citizenship.

Level Up spirals curriculum across the following domains and topic areas:



Optional Robotics Lessons in Each Grade!

Beyond the textbook, each grade also provides age-appropriate support materials for robotics kits (i.e., VEX, LEGO, HP, Edison) and microcontrollers (i.e., Micro:bit, Arduino), all delivered as eBooks via the online platform.

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress (for Grades 6-12)
- Videos help students build computer application skills
- Extensive self-grading assessment reinforces learning objectives
- Rich soft skills activities and an exploratory Career Center help make students future-ready (see pages 3-4; Grades 6-12)
- A mobile app with eBook for studying on the go



Available in print and 1- to 8-year digital and bundle subscriptions

Age-appropriate consumable work texts with a rich online experience prepares students for the digital AI-enabled world of tomorrow

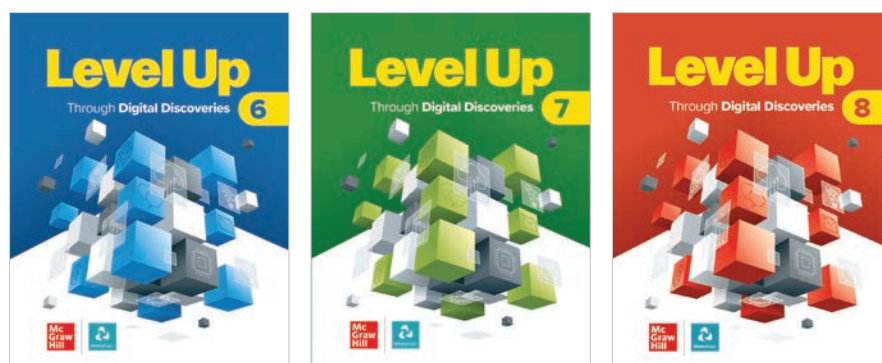
Grades K–5

Fun short lessons, easy to teach, and standards-aligned



Grades 6–8

The right combination of exploration and skill-building for middle grades

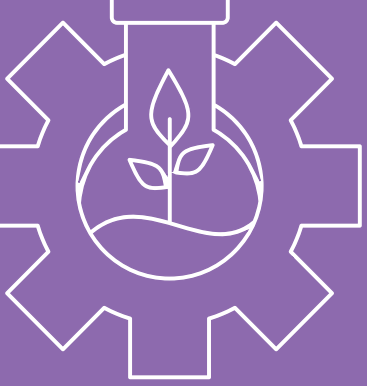


**Request a
digital sample!**

Grades 9–12

Deepening computing, programming and AI skills to become career-ready





Additional Courses



Culinary Essentials ^{NEW!}

3rd Edition ©2027 | McGraw Hill

Launch confident culinary careers

Culinary Essentials empowers high school students with the knowledge and hands-on skills to thrive in today's evolving foodservice industry. Developed in partnership with Johnson & Wales University, this visually engaging program combines industry expertise with active learning for real-world success.

- **Industry foundations:** Students explore the essential principles of culinary management and professional practice.
- **Mastering food preparation:** Through visual guidance and detailed instructions, students build skills in mise en place, knife work, cooking methods, and menu development.
- **Flexible resources:** A write-in lab manual is perfect for students in a busy kitchen, and engaging digital resources support learning on the go.

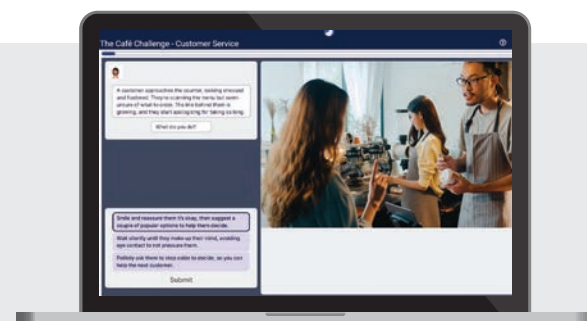
Student Edition Sample: 978-1-26-593233-6



Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Vocabulary activities, flash cards, and assessments support learning objectives
- Note-taking guides and graphic organizers keep students focused
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3-4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 4 for more details.



Available in print and 1- to 8-year digital and bundle subscriptions.

Table of Contents

Chapter 1: Safety and Sanitation Principles

Chapter 2: HACCP Applications

Chapter 3: Foodservice Career Options

Chapter 4: Becoming a Culinary Professional

Chapter 5: Customer Service

Chapter 6: The Dining Experience

Chapter 7: Foodservice Management

Chapter 8: Standards, Regulations, and Laws

Chapter 9: Equipment and Technology

Chapter 10: Knives and Smallwares

Chapter 11: Culinary Nutrition

Chapter 12: Creating Menus

Chapter 13: Using Standardized Recipes

Chapter 14: Cost Control Techniques

Chapter 15: Cooking Techniques

Chapter 16: Seasonings and Flavorings

Chapter 17: Breakfast Cookery

Chapter 18: Garde Manger Basics

Chapter 19: Sandwiches and Appetizers

Chapter 20: Stocks, Sauces, and Soups

Chapter 21: Fish and Shellfish

Chapter 22: Poultry Cookery

Chapter 23: Meat Cookery

Chapter 24: Pasta and Grains

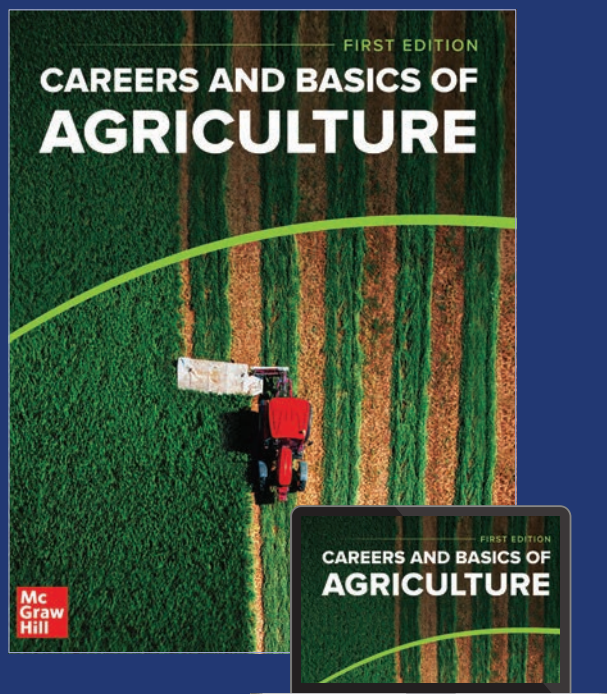
Chapter 25: Fruits, Vegetables, and Legumes

Chapter 26: Baking Techniques

Chapter 27: Yeast Breads and Rolls

Chapter 28: Quick Breads

Chapter 29: Desserts



Careers and Basics of Agriculture NEW

1st Edition ©2027 | McGraw Hill

Growing careers in the world of agriculture

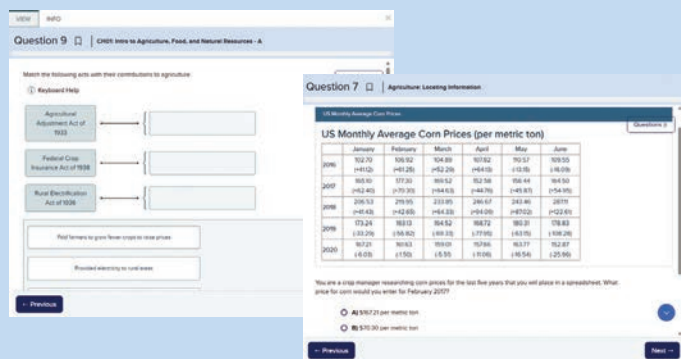
This newly built program inspires students to explore agricultural careers while developing professional and technical skills to become tomorrow's industry leaders. *Careers and Basics of Agriculture* provides:

- Up-to-date content aligned to the National Agriculture, Food, and Natural Resources (AFNR) standards.
- Explicit preparation for a successful Supervised Agricultural Experience (SAE).
- Support for National FFA Organization agriculture and leadership activities.
- Rich coverage of the vital role agriculture plays in the world as they explore global food needs, resource conservation, and economic development.

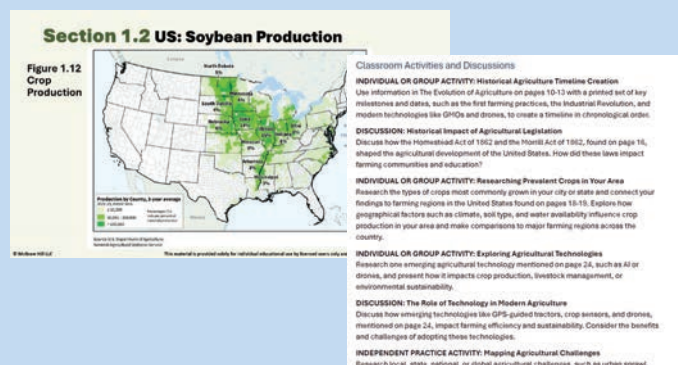
Student Edition Sample: 978-1-26-484551-4

A supportive digital experience

For students and teachers, engaging resources are easy to access and easy to use.



Auto-graded practice and assessment help students build knowledge and skills, and save teacher grading time.



A Teacher Manual provides pacing, activities, overviews, and full exercise explanations, while a presentation deck enriches classroom discussion.

A program designed for learning success

6.2 Animal Biology

Basics of Animal Anatomy
How are the body systems and processes of animals similar to and different from one another?

Agriculture animals are very important for the nation's economy. Keeping animals healthy is essential for livestock productivity. Understanding the major body systems helps maintain animal health. The body systems differ for various species of animals, but the body systems have important similarities.

Before learning the details of animal anatomy, let's compare plant and animal cells. Chapter 6: Plant Systems compares plants in more detail, including a discussion about plant cells. Cells are the building blocks of life, so understanding their structure is to better understand anatomy. Examine the cells pictured in Figure 6.7.

Figure 6.7 Cell Comparison A plant cell is on the left and an animal cell is on the right. The plant cell is rectangular with a thick cell wall, large central vacuole, and chloroplasts. The animal cell is round with a thin cell membrane, smaller vacuoles, and no chloroplasts.

Plant cells have a cell wall, chloroplasts, and a central vacuole. Animal cells have a cell membrane, a nucleus, and a Golgi apparatus. The plant cell is rectangular, while the animal cell is round. The plant cell has a thick cell wall, while the animal cell has a thin cell membrane. The plant cell has a large central vacuole, while the animal cell has smaller vacuoles. The plant cell has chloroplasts, while the animal cell does not.

Vocabulary
You will learn these common vocabulary terms in this section:
• Structural
• Cardiac muscle
• Carotid
• Central nervous system
• Connective tissue
• Duct
• Embryo
• Epithelial tissue
• Esophagus
• Fertilization
• Germ cell
• Gonadotropin
• Heart
• Internal fertilization
• Lignin
• Muscle tissue
• Nervous tissue
• Ovarian
• Peripheral nervous system
• Placenta
• Skeletal muscle
• Smooth muscle
• The skeleton
• Tendon

Anatomical Vocabulary
You will use this word in your reading. It is the study of the structure and function of the body.



Learning at a glance: Engaging charts, images, and graphics help students visualize content and bring agriculture to life.

Reading Check
List two differences between plant and animal cells.

Cell Division
Plant cells make more cells by dividing into two cells through the processes of mitosis and meiosis. Animal cells also use these two processes. However, in animals, only the gametes (the egg and sperm cells) divide by meiosis. During meiosis, the cell divides in half. The cell shares half of its genetic material (chromosomes) equally with each new cell. Then, those new cells divide again. First, new daughter cells are created in meiosis. Each new cell is **haploid**, meaning it has only one set of chromosomes.

All other animal cells divide through mitosis. During mitosis, the cell divides in half, producing two new cells of the same type as the original. These cells are **diploid**. The cells have two sets of chromosomes. One set of chromosomes comes from the mother, and the other set comes from the father. Mitosis is used by cells to make more of that cell for animal growth. This process is also used to replace body cells that need to be replaced. For instance, when you have a paper cut, your skin cells around the cut divide in half to create the new skin cells that cover the cut. Examine Figure 6.8 to see the details of these two cell division processes.

Figure 6.8 Mitosis and Meiosis The process of mitosis is on the left of this diagram and meiosis is on the right. Which process is used by the division of sex cells in animals?

Reading Check
Describe the differences between the processes of mitosis and meiosis.

Active engagement: Short questions before, during, and after topic segments deepen learning.

6.2 Animal Biology Review

After You Read

1. Make a table that lists and describes the primary functions of the 10 systems in an animal's body.
2. Describe differences in the skeletal systems of mammals, birds, and fish.
3. Explain what happens during proestrus, estrus, metestrus, and diestrus.
4. Describe the fertilization process and explain how it differs in mammals and birds.
5. Describe what happens during each of the four phases of mammalian birth.
6. Describe the six phases of poultry hatching.

Online Explorations

Sharpen Your Animal Observation Skills
Look for online animal anatomy tutorials or free practice content to sharpen your anatomy and physiology identification skills.

Spaced review and practice: Exercises and review draw from cumulative topics and connect to real life.

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Vocabulary activities, flash cards, and assessments support learning objectives
- Note-taking guides and graphic organizers keep students focused
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3-4)
- An interactive eBook provides study tools, assessments, and a read-aloud feature, and the mobile app enables students to study on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 4 for more details.



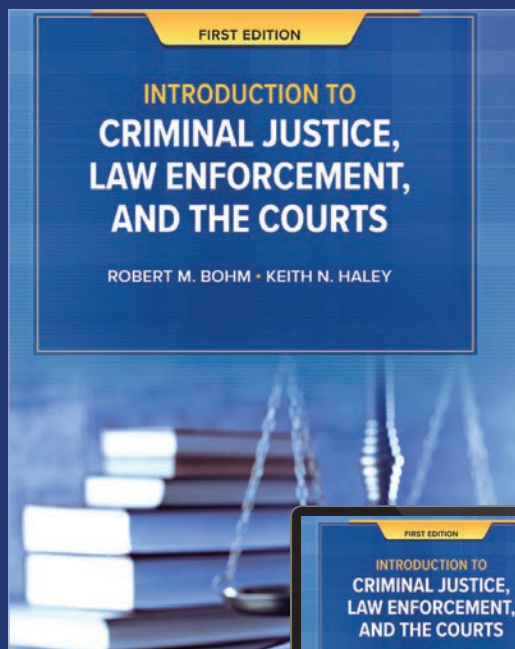
Available in print and 1- to 8-year digital and bundle subscriptions.

Table of Contents

- Chapter 1:** Introduction to Agriculture, Food, and Natural Resources
- Chapter 2:** Supervised Agricultural Experience (SAE) Program
- Chapter 3:** Agricultural Leadership and Communication
- Chapter 4:** Global Agriculture

- Chapter 5:** Plant Systems
- Chapter 6:** Introduction to Animal Science
- Chapter 7:** Animal Production
- Chapter 8:** Ethical Considerations and Managing Animal Welfare
- Chapter 9:** Food Science and Technology
- Chapter 10:** Power, Structural, and Technical Systems

- Chapter 11:** Information Technology in Agriculture, Food, and Natural Resources
- Chapter 12:** Environmental and Natural Resources
- Chapter 13:** Exploring Careers in Agriculture
- Chapter 14:** Interpersonal and Business Skills for Agricultural Professionals



Request a
digital sample!

Introduction to Criminal Justice, Law Enforcement, and the Courts

1st Edition ©2025 | Bohm and Haley

The path to understanding the criminal justice system

Introduction to Criminal Justice, Law Enforcement, and the Courts is the ideal text for students interested in learning the complexities of the criminal justice system. The goal of the authors is to equip students to think critically, act ethically, and solve problems effectively.

- **Critical-thinking support:** Thinking Critically sections challenge students to think about and apply chapter concepts.
- **Career-focused:** Careers in Criminal Justice mini biographies highlight some of the most exciting career options.
- **High-interest engagement:** Crime Stories vignettes motivate students at the start of each chapter and Myth vs. Fact inserts debunk common misconceptions in the media.

Student Edition Sample: 978-1-26-684092-0

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Rich interactive multimedia and assessments provide real-time support for learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

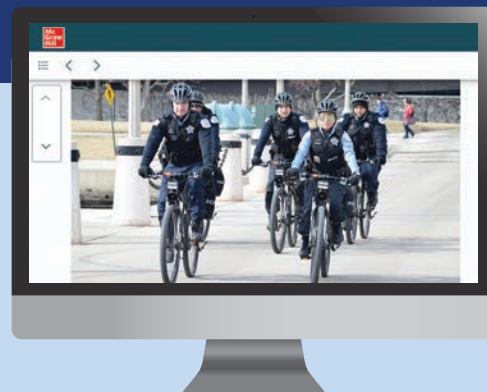
Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.

Table of Contents

Chapter 1: Crime and Justice in the United States
Chapter 2: Crime and Its Consequences
Chapter 3: Explaining Crime
Chapter 4: The Rule of Law
Chapter 5: History and Structure of American Law Enforcement

Chapter 6: Policing: Roles, Styles, and Functions
Chapter 7: Policing America: Issues and Ethics
Chapter 8: The Administration of Justice
Chapter 9: Sentencing, Appeals, and the Death Penalty
Chapter 10: Institutional Corrections

Chapter 11: Prison Life, Inmate Rights, Release, Reentry, and Recidivism
Chapter 12: Community Corrections
Chapter 13: Juvenile Justice
Chapter 14: The Future of Criminal Justice in the United States



Available in print and 1- to 8-year digital
and bundle subscriptions

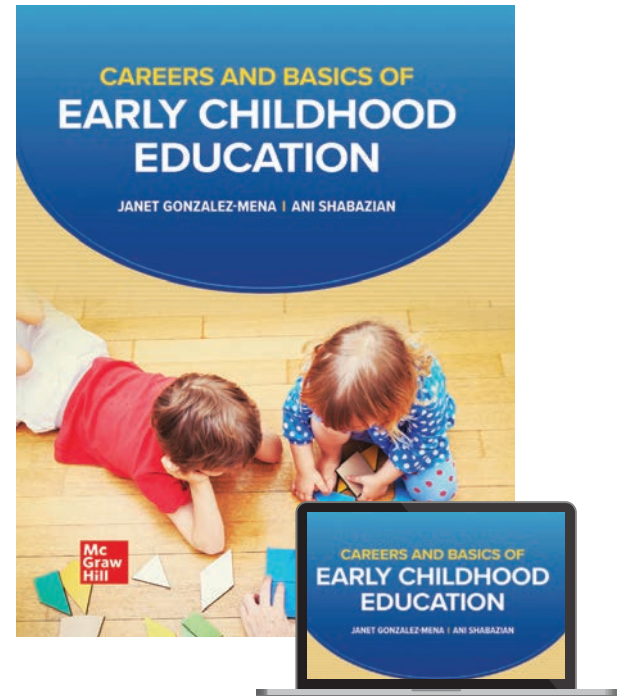
Careers and Basics of Early Childhood Education

1st Edition ©2025 | Gonzalez-Mena and Shabazian

Building skills and knowledge for education's beginnings

Designed to improve the quality of early childhood care and education programs, *Foundations of Early Childhood Education* strengthens students' understanding of these programs through extensive examples, anecdotes, and scenarios. Students build skills while learning a solid theoretical base, so they come away knowing what makes a quality early childhood education program where children thrive.

- **Early development focus:** Students explore how we perceive the capabilities of infants and toddlers and the impacts on how we teach.
 - **Critical-thinking skills:** Students are encouraged to use reflective practice rather than look for right answers and to look at each child and family individually.
 - **Updated content:** New coverage of the impact of the environment and culture on learning provides a lens toward diversity.
- Student Edition Sample: 978-1-26-598230-0

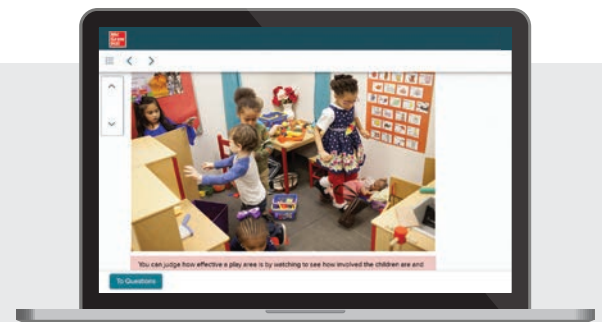


Request a digital sample!

Dynamic Resource Features

- SmartBook® delivers personalized, adaptive learning tailored to student progress
- Rich interactive multimedia and assessments provide real-time support for learning objectives
- Extensive soft skills activities and an exploratory Career Center make students future-ready (see pages 3–4)
- A mobile app with eBook for studying on the go

Access is made easy through your learning management system or single sign-on. Online teacher materials in the platform support instruction. See page 2 for more details on digital resources.



Available in print and 1- to 8-year digital and bundle subscriptions

Table of Contents

Chapter 1: Early Childhood Education as a Career
Chapter 2: First Things First: Health and Safety Through Observation
Chapter 3: Communicating with Young Children
Chapter 4: Facilitating Young Children's Work and Play
Chapter 5: Guiding Young Children's Behavior
Chapter 6: The Teacher as Model

Chapter 7: Modeling Adult Relationships in Early Childhood Settings
Chapter 8: Setting Up the Physical Environment
Chapter 9: Creating a Social Emotional Environment
Chapter 10: Routines
Chapter 11: Developmental Tasks as the Curriculum: How to Support Children at Each Stage
Chapter 12: Observing, Recording, and Assessing

Chapter 13: Enhancing Children's Learning and Development Through Language and Emergent Literacy
Chapter 14: Fostering Joy in Developmentally Appropriate Experiences in Math and Science
Chapter 15: Integrating Art, Music, and Social Studies into a Holistic Curriculum

McGraw Hill
P.O. Box 182605
Columbus, OH 43218

PRESORTED
STANDARD
US POSTAGE
PAID
MINISTER, OH
PERMIT NO. 103

We appreciate what you
do as a CTE educator to
help young people thrive
in their future careers.
With gratitude, we humbly
strive to support you in
this essential work.

Coaching
for student
competitions

Growing
local college
partnerships

Grading
and giving
feedback

Participating
in educator
associations

Supporting
colleagues

Guidance
counseling

Providing career exploration

Being a leader—day in, day out

Refining teaching skills

Creating work-based
learning programs

Building up professional
skills in young people

Securing quality
learning materials

Inspiring and
motivating young people

Setting up internship
opportunities



mheducation.com/cte

Request a
sample today!



CN26 W 26225