

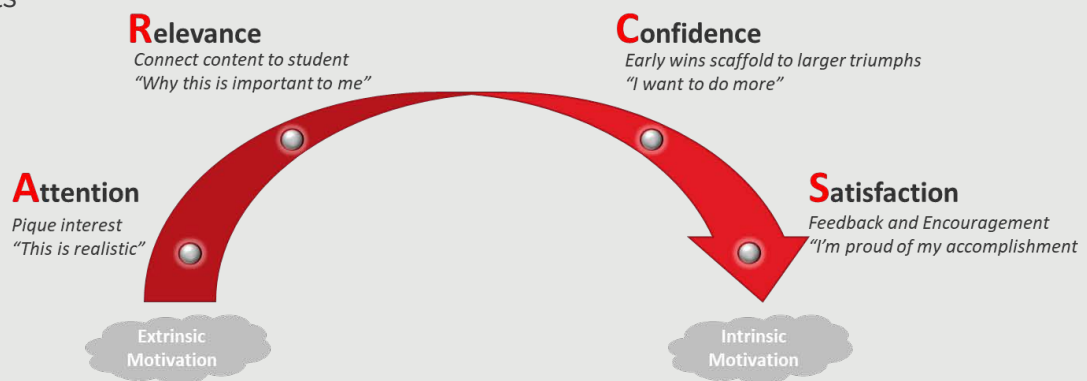
Discover the World of Marketing

Marketing Fundamentals is the high school student's guide to understanding the dynamic world of marketing. Marketing is no longer just for business majors. Anyone that wants to build awareness and influence others should understand the basic principles of marketing.

Students begin each chapter in a real-life business setting and experience first-hand what it is like to understand buyer behavior, build impactful messaging, make data-driven decisions, and create winning marketing strategies.

Key Features

- Built using Blooms Taxonomy and motivational strategies based on the Keller's ARCS model
- High-quality digital simulations provide instant feedback as students solve real business scenarios
- Digital teaching resources including presentation materials for each chapter, discussion prompts, extensive question and assessment bank
- Detailed Instructor Manual including "Module-at-a-Glance" and "how-to" use questions to engage students to discover the "why" behind discussion prompts
- Business-related questions and exercises to practice critical soft skills
- Built-in Career Center empower students to research 1,000 occupations filtered by their individual RIASEC attributes
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments



Marketing Fundamentals

Mobile | Digital | Print

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

Real-Life Digital Simulation

A high-quality simulation follows the student as they progress through each chapter providing instant feedback as they apply the marketing concepts they've learned to solve the realistic business scenario.

Task

As a local rec center, we mostly put up flyers at local businesses, take out newspaper ads, and sponsor local events to get our name out there. Currently, our only digital marketing is an email newsletter we send to our members each month.

We have a fairly good response to our newsletter, so I would like to incorporate some kind of email campaign for our members this summer. This way we can email them promotional offers and inform them of upcoming events.

I'd also like to use social media to reach out to non-members in the area. We don't have a huge following so we don't use it too much as of now. Also, we have never done any online advertisements so that would be another focus I would like for you to have in your role this summer.

What are some of the main benefits of using digital marketing? (Select all that apply)

Select all that apply, then click Submit below


☐ Customizable

☐ Immediate Delivery

☐ Low Cost

☐ Easy to Manage

Submit



Dynamic Digital Resources

Marketing Fundamentals Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Authentic, high quality simulations
- Short animated videos summarizing some of the most challenging concepts
- Interactive eBook available in 120 languages with the Google Translate plug-in
- More than 1,000 question and assessment banks including soft skill practice
- Pre-built exercises in each chapter to allow students to apply what they've learned
- McGraw Hill K-12 Portal app provides off-line access to ebook
- Integrates into Canvas, Google Classroom, and Schoology

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

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



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