



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.

More Personalized. More Productive. More Prepared.

SmartBook® delivers personalized, adaptive learning tailored to each student's individual needs by pinpointing knowledge gaps and focusing instruction on the concepts that require additional study. Teachers can assign a specific chapter, topic, or concept and access advanced reporting features that track individual and class progress with actionable insights to inform in-class instruction.

Optimized for Teachers

- Built using Blooms Taxonomy to **easily integrate into any teaching plan.**
- Comprehensive **instructor's manual** aids both new and experienced business teachers deliver engaging, pedagogically sound lessons.
- **Saves time** and helps teachers assess both soft skill and technical skill gaps with hundreds of available problems and questions using authentic business situations.
- **Print and digital LMS formats** available with enough content for two semesters.



Designed for High School Students

- Structured using Keller's ARCS Model to **motivate students** by showing relevance to the learning objective.
- **Builds retention**, expertise, confidence, and problem-solving skills.
- Uses **real-life scenarios** that start-up businesses encounter and dialog to inform and teach students how to seek solutions to business problems.
- Provides **instant feedback** with high-quality simulations in the digital version.

Marketing Fundamentals

©2024, 1e, McGraw Hill

Table of Contents

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

Dynamic Digital Resources

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.

- Interactive eBook
- Digital glossary
- More than 1,000 question and assessment banks including soft skill practice
- Prebuilt exercises in each chapter to allow students to apply what they've learned
- Presentation material complete with charts, tables, and practice questions for each chapter

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.

ISBN List

Standard Student Bundle (Student Edition, Online Student Edition Subscription)	6-year: 978-1-26-662840-5 1-year: 978-1-26-662684-5
Online Student Edition	6-year: 978-1-26-661895-6 1-year: 978-1-26-660973-2
Student Edition Print	978-1-26-660641-0

OTHER TITLES AVAILABLE IN THIS SERIES

Careers and Basics of Business, Marketing, and Finance ©2024	978-1-26-660595-6
Entrepreneurship Fundamentals ©2024	978-1-26-660679-3

Key Features

- **Digital teaching resources** including pacing guide, instructors manual, presentation materials for each chapter, discussion prompts, extensive question and assessment bank.
- **High-quality simulations** that allow students to observe and react to authentic experiences and receive instant feedback.
- Short, contemporary, and **engaging animated videos** summarizing some of the most challenging marketing concepts.
- **Over 900 business-related questions and exercises** to build critical soft skills.
- Updated content and **real-world business scenarios**.
- Built using **Blooms Taxonomy** and motivational strategies based on the **Keller's ARCS Model**.

