



Because learning changes everything.®

Asset Alignment with Bloom's Taxonomy

Principles of Marketing

We Take Students Higher

As a learning science company, we create content that supports higher order thinking skills. Within McGraw-Hill Connect®, we tag content accordingly so you can filter your search, assign it, and receive reporting on it. These content asset types can be associated with one or more levels of Bloom's.

The chart below shows a few of the key assignable business assets with Connect aligned with Bloom's Taxonomy. Take your students higher by assigning a variety of applications, moving them from simple memorization to concept application.

	SmartBook® 2.0	iSeeit! Videos	Video Cases/Case Analyses	Marketing Analytics	Marketing Plan Prep Exercises	ABAs/Marketing Mini Sims	Writing Assignment Plus
Higher Order Thinking Skills ↑ CREATE							✓
EVALUATE						✓	✓
ANALYZE			✓	✓	✓	✓	✓
APPLY		✓	✓	✓	✓	✓	✓
UNDERSTAND	✓	✓	✓	✓	✓	✓	✓
Lower Order Thinking Skills ↓ REMEMBER	✓	✓	✓	✓	✓	✓	✓

SmartBook 2.0

Smartbook 2.0 personalizes learning to individual student needs; continually adapting to pinpoint knowledge gaps and focus learning on concepts requiring additional study.

iSeeit! Videos

Short, contemporary videos provide engaging, animated introductions to key course concepts. Available at the topic level. Perfect for launching lectures and assigning as pre-or post-lecture.

Video Cases & Case Analyses Toolkits

Video Cases and Case Analyses, featuring real companies, are assignable with corresponding comprehension questions that help students analyze and apply key marketing concepts.

Marketing Analytics Toolkits

These auto-graded, data analytics activities challenge students to make decisions using metrics commonly seen across Marketing professions. The goal of this activity is to give students practice analyzing and using marketing data to make decisions.

Marketing Plan Prep Exercises

These exercises use guided activities and examples to help students understand and differentiate the various elements of a marketing plan.

Application-Based Activities (ABAs)

Highly interactive, application-based activities immerse students in real-world business environments. Placed in the role of a Marketing Manager or business professional, students are challenged to make data-informed decisions and apply multiple concepts.

Writing Assignment Plus

McGraw-Hill's Writing Assignment Plus delivers a learning experience that helps students improve their written communication skills and conceptual understanding. Faculty can assign, monitor, grade, and provide feedback on writing projects efficiently. Built-in grammar and writing review helps students improve writing quality while an originality check helps students correct potential plagiarism before submission—helping students practice and develop important workplace skills of writing and critical thinking.