New!
Marketing Application-Based Activities
Available in McGraw-Hill Connect®
for Fall 2018

The Connect Application-Based Activities provide students valuable practice using problem solving skills to apply their knowledge to realistic scenarios. Students progress from understanding basic concepts to using their knowledge to analyze complex scenarios and solve problems. Reach out to your MHE Representative for a demonstration or visit bit.ly/MHEmarketing to learn more.

The following Application-Based Activity topics are available for Fall 2018 classes:

1. Planning and the Marketing Mix*
2. Buyer Behavior
3. Using Market Research
4. Understanding Segmentation & Its Impact on Marketing
5. Successful Product Development
6. Pricing Strategies & Their Impact on Sales Results
7. Retail Strategy
8. Integrated Marketing Communications
9. Marketing Metrics
# Marketing Application-Based Activities available for Fall 2018 classes:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Application-Based Activities:</th>
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| **Principles of Marketing** | • Kerin, Marketing 14e  
• Grewal, M 6e  
• Perreault, Essentials of Marketing 16e  
• Hunt, Marketing 2e  
• Grewal, Marketing 6e  
• Kerin, Marketing The Core 7e | • Planning and the Marketing Mix*  
• Buyer Behavior  
• Using Market Research  
• Understanding Segmentation & Its Impact on Marketing  
• Successful Product Development  
• Pricing Strategies & Their Impact on Sales Results  
• Retail Strategy  
• Integrated Marketing Communications  
• Marketing Metrics |
| **Retailing/Retail Management** | • Levy, Retailing Management 10e | • Planning and the Marketing Mix*  
• Buyer Behavior  
• Understanding Segmentation & Its Impact on Marketing |
| **Marketing Management** | • Marshall, Marketing Management 3e | • Planning and the Marketing Mix*  
• Using Market Research  
• Marketing Metrics  
• Buyer Behavior  
• Understanding Segmentation & Its Impact on Marketing  
• Pricing Strategies & Their Impact on Sales Results  
• Retail Strategy  
• Integrated Marketing Communications |
| **Selling** | • Castleberry, Selling 10e  
• Futrell, ABC’s of Relationship Selling 13e | • Planning and the Marketing Mix*  
• Buyer Behavior |
| **Marketing Research** | • Hair, Essentials of Marketing Research 4e | • Planning and the Marketing Mix*  
• Using Marketing Research  
• Understanding Segmentation & Its Impact on Marketing  
• Pricing Strategies & Their Impact on Sales Results  
• Retail Strategy  
• Integrated Marketing Communications |
| **Services Marketing** | • Zeithaml, Services Marketing 7e | • Planning and the Marketing Mix*  
• Buyer Behavior  
• Pricing Strategies & Their Impact on Sales Results  
• Retail Strategy  
• Integrated Marketing Communications |

*recommended as the first assigned Mini Sim; provides an orientation to the Mini Sim environment.*