Ideal for those who teach high school Business/Marketing elective courses and at CTE-oriented career academies, Marketing Essentials is a great introduction to marketing. Correlated to the latest national marketing standards, Marketing Essentials recently added topics including the decline of print newspapers and growth of online advertising, social media marketing, privacy and identity protection, and Web analytics. The engaging program incorporates academic content and research-based reading strategies throughout the text while meeting Perkins standards for academic rigor, relevancy, and relationships.

The Teacher Wraparound Edition features lesson plans with discussion prompts and activities, graphic organizers with answer keys, extension and enrichment activities, and questions to guide students to key concepts.

KEY UPDATES
- New cover and images throughout
- Classroom compatible with previous edition
- Academic standards have been removed from the Student Edition; correlations to national content and academic standards are provided in the Teacher Course Resources in ConnectED

DIGITAL PLATFORM FEATURES
- Interactive and searchable ebook
- McGraw-Hill eAssessment test generator
- Teacher Answer Keys
- Personalized instructional resources
- Mobile capability with Internet access

CORE COMPONENTS
- Print Student Edition
- Online Student Edition (5 & 1-year subscriptions)
- Print and Online Student Edition Bundles (5 & 1-year subscriptions)
- Print Teacher Edition
- Online Teacher Center with digital resources (5 & 1-year subscriptions)

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# TABLE OF CONTENTS

**UNIT 1: THE WORLD OF MARKETING** .................................................. 2
Chapter 1 Marketing is All Around Us ................................................... 4
Chapter 2 The Marketing Plan .............................................................. 28
**UNIT 2: ECONOMICS** ........................................................................ 56
Chapter 3 Political and Economic Analysis ............................................ 58
Chapter 4 Global Analysis .................................................................... 82
**UNIT 3: BUSINESS AND SOCIETY** .................................................. 108
Chapter 5 The Free Enterprise System .................................................. 110
Chapter 6 Legal and Ethical Issues ....................................................... 134
**UNIT 4: SKILLS FOR MARKETING** .................................................. 160
Chapter 7 Basic Math Skills ................................................................. 162
Chapter 8 Communication Skills ......................................................... 188
Chapter 9 Technology for Marketing ................................................... 210
Chapter 10 Interpersonal Skills ............................................................. 230
Chapter 11 Management Skills ............................................................. 250
**UNIT 5: SELLING** .............................................................................. 272
Chapter 12 Selling Overview ............................................................... 274
Chapter 13 Beginning the Sales Process ............................................... 294
Chapter 14 Presenting the Product ....................................................... 318
Chapter 15 Closing the Sale ................................................................. 338
Chapter 16 Using Math in Sales ............................................................ 362
**UNIT 6: SKILLS FOR MARKETING** .................................................. 160
Chapter 17 Promotional Concepts and Strategies .................................. 392
Chapter 18 Visual Merchandising and Display ..................................... 416
Chapter 19 Advertising ...................................................................... 438
Chapter 20 Print Advertisements .......................................................... 464
**UNIT 7: DISTRIBUTION** ................................................................. 488
Chapter 21 Channels of Distribution .................................................... 490
Chapter 22 Physical Distribution ........................................................ 512
Chapter 23 Purchasing ...................................................................... 534
Chapter 24 Stock Handling and Inventory Control ............................... 554
**UNIT 8: PRICING** ............................................................................ 580
Chapter 25 Price Planning ................................................................. 582
Chapter 26 Pricing Strategies .............................................................. 602
Chapter 27 Pricing Math ................................................................... 624
**UNIT 9: MARKETING INFORMATION MANAGEMENT** ....................... 650
Chapter 28 Marketing Research .......................................................... 652
Chapter 29 Conducting Marketing Research ........................................ 676
**UNIT 10: PRODUCT AND SERVICE MANAGEMENT** ......................... 702
Chapter 30 Product Planning .............................................................. 704
Chapter 31 Branding, Packaging, and Labeling .................................... 728
Chapter 32 Extended Product Features .............................................. 750
**UNIT 11: ENTREPRENEURSHIP AND FINANCE** ................................. 774
Chapter 33 Entrepreneurial Concepts .................................................. 776
Chapter 33 Review and Activities ....................................................... 792
Chapter 34 Risk Management ............................................................. 796
Chapter 35 Developing a Business Plan ............................................... 816
Chapter 36 Financing The Business ..................................................... 840
**UNIT 12: CAREER DEVELOPING** ..................................................... 868
Chapter 37 Identifying Career Opportunities ....................................... 870
Chapter 37 Review and Activities ....................................................... 886
Chapter 38 Finding and Applying For A Job ......................................... 890
Chapter 38 Review and Activities ....................................................... 910