

PLAN

MANAGE

it's all about
YOU

ASSIGN

TEACH

ASSESS

REPORT



Dear Professor:

You told us what you needed.

During focus groups, conventions, and campus visits last spring, here are some of the things **you** said:

1. You spend too much time preparing for class;
2. You would like to integrate media and technology more effectively into your course and classroom;
3. You want compelling new ways to bring current content and real-world marketing applications and examples into your classroom;
4. You want easier and better ways to assess how well your students are comprehending the material.

Some of you even said you want your weekends back! Simply put, you want a publishing partner who appreciates your time and who can help you create **the best experience** for you and your students.

We listened to you.

We invite you to a Principles of Marketing world that is finally **ALL ABOUT YOU**. We are pleased to introduce you to Thomson South-Western's **total integrated solution** for your course, built around the areas you identified as the most important and time-consuming when teaching your principles of marketing course:

- Planning
- Managing
- Teaching
- Assigning
- Assessing
- Reporting

Our Principles of Marketing products are not just textbooks—but comprehensive teaching and learning solutions—that will help you create the most dynamic learning experience in and out of the classroom.

Please read on to find out more about how our resources will assist you with each stage of your teaching process. No other publisher can match us in helping you achieve the very best learning and teaching experience. You do the teaching—let us provide the solutions. And... *before you know it, you will have your weekends back!*

Enjoy the experience. After all, it really is **all about you!**

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Plan

You do the teaching. We'll help you plan...

Does this sound familiar?

- “ I would really like to save time planning my course. ”
- “ I would like to find a better way to integrate current events and real-world applications without taking the time to search for articles. ”
- “ I would like to find an easier way for my adjuncts to plan their courses. ”

Take the work out of planning and give yourself new ways to effectively teach your students while keeping your course up-to-date. Look to our integrated planning resources for the answer.

It's All About You...

Use the Resource Integration Guide to get a head start on planning your course.

- RIG** Provides a detailed outline of all of the text's resources.
- Helps you integrate key resources at the right time.

Business & Company Resource Center keeps your course current.



- ▶ Delivers up-to-the-minute articles from over 4,000 journals and periodicals such as *Business Week*, *Business 2.0*, and *US News and World Report*.
- ▶ Provides quick access to online company and industry information including market share data, company history, and more.



<http://bcrc.swlearning.com>

The Collaborative Learning Guide helps you plan group activities with ease.

- ▶ Presents over fifty exercises to help you bring marketing principles to life in your classroom.
- ▶ Provides essential tips to successfully conduct group activities in your classroom including: purpose, background, running time, materials required, and questions for discussion—all tied to specific concepts within the text.

Teach More. Manage Less...

Does this sound familiar?

- “ I would like a simple way to track students' comprehension so that I can lecture to their needs.”
- “ I need a place to manage all of my course resources.”
- “ I need a way to manage my online class and integrate content without creating it from scratch.”
- “ My students have too many access codes for the resources available to them.”

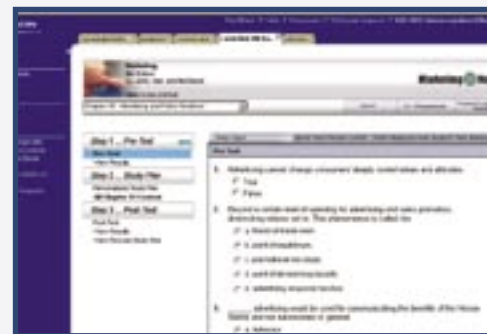
Spend more time teaching and less time managing your course. Our resources can show you how your students are performing—individually and as a group—and allow you to manage their learning needs before they even realize they need it.

It's All About You...

MarketingNow™ lets students learn at their own pace.

Marketing Now™

- ▶ Launches a personalized learning path for students based on their results from pre- and post-assessment quizzes.
- ▶ Allows instructors to track results and customize lectures based on students' performance.



<http://marketingnow.swlearning.com>

Manage your course online with **WebTutor™ Advantage** on **WebCT®** and **Blackboard®**

WebTUTOR™ Advantage

- ▶ Gives you the power to manage your course online with WebTutor's in-depth content, instructor customization, tutorials, e-mail and more.
- ▶ Delivers text-specific content and media rich resources including videos, quizzes, and flashcards to enhance your online course.



<http://webtutor.thomsonlearning.com>

1Pass simplifies your students' lives.

- ▶ Provides a single point of access to the text's media resources.
- ▶ Eliminates the need for multiple passwords and URLs.

Look like a rock star in class...

Does this sound familiar?

- “ I would like to integrate new technology into my classroom.”
- “ I would like to effortlessly integrate more multimedia into my class.”
- “ I would like to look like a “Rock Star” in class.”

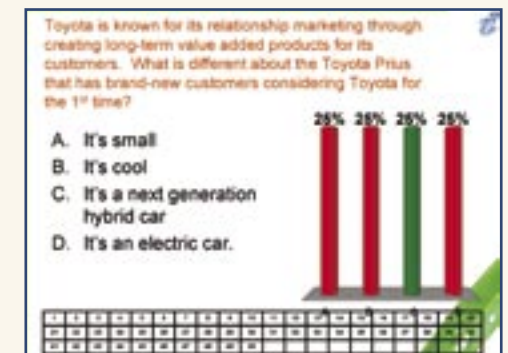
Use our instruments to look like a rock star in class. With the following integrated teaching resources, you will have everything you need to bring a multimedia component to your lecture and to put on a great show in the classroom.

It's All About You...

JoinIn™ on **TurningPoint®** creates a more dynamic classroom for you and your students.

JoinIn™

- ▶ Embed questions in your PowerPoint® slides, equip students with answer key pads, and you have a recipe for instant feedback.
- ▶ Real-time results and a new way to engage your students and track their progress.



<http://turningpoint.thomsonlearningconnections.com>

PowerPoint® Presentation Slides engage your students during lectures.

- ▶ Enhances student learning with visual illustrations of the text's images, embedded video clips, web links, and more.
- ▶ Includes teaching notes to help you integrate the slides throughout your lecture.



Videos bring real-world examples to your classroom.

- ▶ Illustrates how today's companies follow core marketing principles to successfully operate in the business world.
- ▶ Integrates video (on DVD) into your classroom using text-specific video and media guides.

Drive home the concept...

Does this sound familiar?

- “ I would like my students to be more prepared for class. ”
- “ I would like my students to come to class understanding the core concepts so that we can spend more time discussing applications. ”
- “ I would like to spend less time during my office hours going over basic concepts. ”

To help students move beyond memorization, they have to be able to visualize concepts and apply what they learn. We give you everything you need to accomplish both goals, while holding them accountable in the meantime.

It's All About You...

MarketingNow™ helps students perform better on tests.

Marketing Now™

- ▶ Assists students with an online personalized learning plan based on Pre- and Post-test results.
- ▶ Helps students visualize, organize, practice, and master the material at their own pace.



<http://marketingnow.swlearning.com>

JoinIn™ on TurningPoint® makes sure they're prepared for class.



- ▶ Gauges whether your students are prepared for class by tracking their keypad responses within your PowerPoint® lecture.
- ▶ Identifies your students' strengths and weaknesses so that you know what topics to focus on during lectures.

Xtra! gives students additional ways to study.



- ▶ Reinforces core concepts with online quizzing.
- ▶ Offers multiple media resources for students of all learning styles.

Test your students. Not your patience...

Does this sound familiar?

- “ I would like for my students to be more prepared for exams. ”
- “ I need a resource that helps me test to the core objectives. ”
- “ I would like to spend more time on teaching and less time on grading. ”
- “ I would like my weekends back. ”

Developing a comprehensive test—at just the right level—for your students can be time-consuming. And what about grading and reporting? Not so with the solutions below. They offer simple ways to test your students and even easier ways to grade them.

It's All About You...

MarketingNow™ tracks students individually or as a group.

Marketing Now™

- ▶ Helps students learn at their own pace by taking diagnostic Pre- and Post-tests which generate a customized learning path.
- ▶ Records students grades to your grade book to quickly identify where your students need additional help and reinforcement.



<http://marketingnow.swlearning.com>

ExamView® Testing Software provides testing possibilities galore.



- ▶ Creates, delivers and customizes tests in minutes with this easy-to-use assessment software.
- ▶ Builds tests with up to 250 questions and twelve question types. Testing is now made easier.

WebTutor™ Advantage tracks your online course with ease.



- ▶ Matches all text's content and multimedia with sophisticated course management.
- ▶ Manages your grade book and student assignments effortlessly.

Item Name	Item Date	Score	Max Points	Grade	Points Possible
Chapter 1 Essay Questions	Apr 1, 2011	100	100	A	100
Chapter 1 Multiple-Choice Questions	Apr 1, 2011	100	100	A	100
Chapter 1 Short Answer	Apr 1, 2011	100	100	A	100
Chapter 1 True/False Questions	Apr 1, 2011	100	100	A	100
Chapter 1 Vocabulary Questions	Apr 1, 2011	100	100	A	100
Chapter 2 Essay Questions	Apr 1, 2011	100	100	A	100
Chapter 2 Multiple-Choice Questions	Apr 1, 2011	100	100	A	100
Chapter 2 Short Answer	Apr 1, 2011	100	100	A	100
Chapter 2 True/False Questions	Apr 1, 2011	100	100	A	100
Chapter 2 Vocabulary Questions	Apr 1, 2011	100	100	A	100
Chapter 3 Essay Questions	Apr 1, 2011	100	100	A	100
Chapter 3 Multiple-Choice Questions	Apr 1, 2011	100	100	A	100

<http://webtutor.thomsonlearning.com>

Our integrated solutions cover every aspect of your teaching experience...

Lamb, Hair & McDaniel <http://lamb.swlearning.com>

Paperback



Essentials of Marketing

Fifth Edition

- ▶ **Lower-priced, Concise Paperback with 14 Chapters**
- ▶ **Integrated Learning System** correlates chapter objectives to chapter content, end-of-chapter questions, study materials, and instructor materials. The text and supplements work together to make it easier to plan your course and to learn the material.
- ▶ **Visual Summaries** provide another means by which students can grasp and master complex marketing concepts.

▶ **1Pass** simplifies students' lives by having a single point of access to the text's media resources, providing students access using a single username and password!

Marketing

Eighth Edition

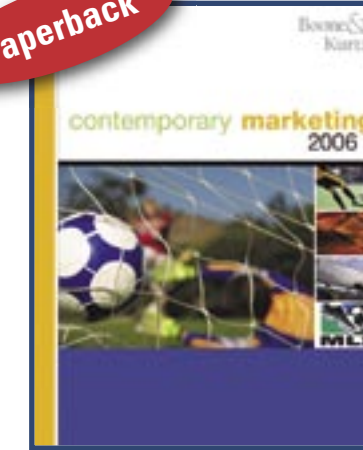
- ▶ **Hardcover text with 20 Chapters**
- ▶ **Integrated Learning System** correlates chapter objectives to chapter content, end-of-chapter questions, study materials, and instructor materials. The text and supplements work together to make it easier to plan your course and to learn the material.
- ▶ **Marketing in Entertainment Theme** highlights how marketing concepts are applied in the entertainment industry. Videos from popular films, boxed features, and examples bring this theme to life.

applied in the entertainment industry. Videos from popular films, boxed features, and examples bring this theme to life.

<http://lamb.swlearning.com>

Boone & Kurtz <http://boone.swlearning.com>

Paperback



Contemporary Marketing 2006

- ▶ **Lower-priced Paperback with 19 Chapters**
- ▶ **New Continuing Video Case** features Original Penguin's resurgence into the fashion industry illustrating this company's successful relaunch into hip clothing.
- ▶ **Collaborative Learning Handbook** includes approximately 3 interactive exercises and teaching tips per chapter for instructors to assign as group activities or individual exercises. These exercises are easy to implement in class, creating a more dynamic and engaging environment for you and your students.

▶ **1Pass** simplifies students' lives by having a single point of access to the text's media resources, providing students access using a single username and password!

Contemporary Marketing

Twelfth Edition

- ▶ **Hardcover with 19 Chapters**
- ▶ **All New Video Package** includes nineteen brand new videos to accompany the cases at the end of each chapter, as well as a brand new seven-part continuing video case highlighting Major League Soccer.
- ▶ **Audio Chapter Reviews on CD-ROM** cover chapter summaries and objectives allowing students to get prepared in a completely new way—listen to them while exercising, driving to class, or walking around on campus.

cover chapter summaries and objectives allowing students to get prepared in a completely new way—listen to them while exercising, driving to class, or walking around on campus.

REPORT

- WebTutor™
- MarketingNow™
- JoinIn™

PLAN

- Instructor's Manual
- Business & Company Resource Center
- Handbook for New Instructors: Getting Started with Great Ideas
- Resource Integration Guide

ASSESS

- Test Bank
- ExamView®
- MarketingNow™
- JoinIn™

MANAGE

- MarketingNow™
- JoinIn™
- WebTutor™

ASSIGN

- MarketingNow™
- Audio Chapter Reviews
- Xtra!
- WebTutor™
- Study Guide

TEACH

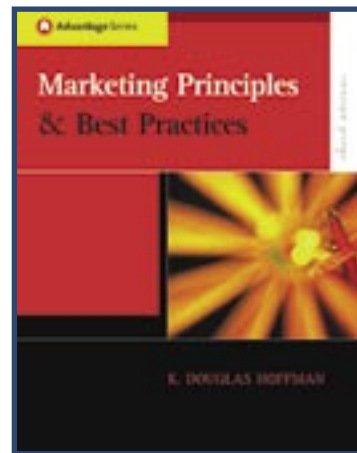
- Collaborative Learning Guide
- Business & Company Resource Center
- JoinIn™

... Now it's as simple as choosing the book that's right for you!

The quality you expect, the format you want,
the choice that's right for you...

The Thomson South-Western
Experience for Every Course...

Hoffman <http://bestpractices.swlearning.com>



Marketing Principles and Best Practices: Thomson Advantage Series

Third Edition

- ▶ **Low-priced Paperback with 15 Chapters**
- ▶ **Thomson Advantage Books** offer high-quality, up-to-date content and learning tools that enable your students to master the course—at a much lower price.
- ▶ **Emphasis on the Environmental Forces** that shape marketing strategy and focus on the latest issues, such as CRM, emerging markets, ethical issues, and technological advances.

Your Personalized Solution...

When your teaching needs are not fulfilled by a traditional text, we offer the option of customizing a book. By creating your own textbook, one that more closely matches your syllabus for example, you can teach with rich content and do it more efficiently. Equally important, your students appreciate that you are covering exactly what they paid for.

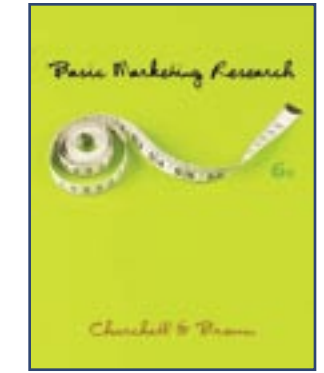
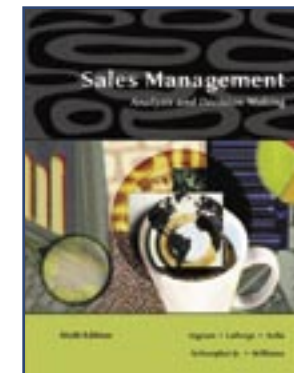
Thomson Select

- ▶ Choose teaching and learning solutions that are right for you and your students.
- ▶ A wide selection choice ranges from a complete, integrated print and digital solution to a low-cost loose-leaf option.

TextChoice2

<http://www.textchoice.com>

- ▶ Our online custom library is a convenient way to create your own custom materials right from your desktop and preview a wide range of print and eBook options.
- ▶ Simply add your own material, combine content from Thomson's vast library, and rearrange or delete what you don't need to create the perfect learning solution for your course.



Principles of Marketing

- ▶ Boone/Kurtz, *Contemporary Marketing* 2006 (2006)
- ▶ Boone/Kurtz, *Contemporary Marketing* 12e (2006)
- ▶ Hoffman, *Marketing Principles & Best Practices Advantage Edition* 3e (2006)
- ▶ Lamb/Hair/McDaniel, *Essentials of Marketing* 5e (2006)
- ▶ Lamb/Hair/McDaniel, *Marketing* 8e (2006)

Advertising/Promotions

- ▶ **Spring '06** ▶ Shimp, *Advertising, Promotion & Other Aspects of Integrated Marketing Communications* 7e (2007)
- ▶ O'Guinn/Allen/Semenik, *Advertising & Integrated Brand Promotion* 4e (2006)
- ▶ Parente, *Advertising Campaign Strategy* 4e (2006)

B2B Marketing/Industrial Marketing

- ▶ **Spring '06** ▶ Hutt/Speth, *Business Marketing Management* 9e (2007)

Consumer Behavior

- ▶ Blackwell/Miniard/Engel, *Consumer Behavior* 10e (2006)

Customer Relationship Management

- ▶ **Spring '06** ▶ Baran/Galka/Strunk, *Customer Relationship Management* (2007)

International Marketing

- ▶ **Spring '06** ▶ Czinkota/Ronkainen, *International Marketing* 8e (2007)
- ▶ Quelch/Bartlett, *Global Marketing Strategy: A Case Book* 5e (2006)

Internet Marketing/E-Commerce

- ▶ Hanson/Kalyanam, *Internet Marketing and e-Commerce* 2e (2006)

Marketing Research

- ▶ **Spring '06** ▶ Churchill/Brown, *Basic Marketing Research* 6e (2007)
- ▶ **Fall '06** ▶ Zikmund, *Exploring Marketing Research* 9e (2007)
- ▶ **Fall '06** ▶ Zikmund, *Essentials of Marketing Research* 3e (2007)

Non-Profit Marketing

- ▶ Quelch/Laidler, *The New Global Brands: Managing Non-Government Organizations in the 21st Century* (2006)

Sales/Sales Management

- ▶ Ingram/LaForge/Avila/Schweper/Williams, *Professional Selling* 3e (2006)
- ▶ Ingram/LaForge/Avila/Schweper/Williams, *Sales Management* 6e (2006)

Services Marketing

- ▶ Hoffman/Bateson, *Services Marketing: An Introduction* 3e (2006)

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