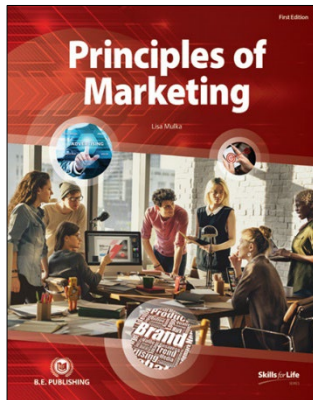




B.E. PUBLISHING

Product Profile



Specifications

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Author: Lisa Mulka

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Components & Pricing

Principles of Marketing (Print)

\$94.95 (Min. 15)

Item #: TB-POM

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Principles of Marketing (eTextbook 5 Yr. Student License)

\$56.95 (Min. 15)

Item #: TB-POM-ET

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**Scan for more details, pricing,
and samples:**



Principles of Marketing

Introducing students to foundational marketing skills relevant to today's global economy

Overview

As part of the Skills for Life CTE Series, *Principles of Marketing* explores foundational marketing concepts relevant to today's global economy. By emphasizing how marketing impacts businesses and influences our daily lives, this textbook introduces real-world skills that students will use in the classroom, the workplace, and beyond.

Principles of Marketing leads students to a thorough understanding of product, price, place, and promotion—the 4 P's of marketing. In addition, students will learn how marketers conduct research, make decisions, and strategize to help sell goods and services, and will use this knowledge to complete a comprehensive marketing plan for a company. The skills introduced in this textbook will help students make informed choices as consumers and plan for future careers in business and marketing.

Features

- Students create and develop a detailed marketing plan portfolio
- End-of-chapter review activities and chapter assessments test students' knowledge
- Text correlates to the Precision Exams Certifications in Marketing Introduction, Marketing I, and Marketing II

Standards Correlations

- Precision Exams Correlation: Marketing Introduction
- Precision Exams Correlation: Marketing I
- Precision Exams Correlation: Marketing II
- NBEA Correlation: Marketing

Instructor/Student Resources on eReadiness.com

(Included Free with Classroom Purchase)

- Chapter Review Activities and Answer Keys
- Chapter Review Rubrics
- Chapter Assessments and Answer Keys
- PowerPoint Teaching Tools
- Discussion Topics and Questions