

Evaluation Brief		
Name of Bidding Company	<b>B.E. Publishing</b>	
Title of the textbook, program, or series (print/digital)	Principles of Marketing (1st Edition)	
Subject Area	Marketing and Finance	
Annotation or description that provides an overview of the instructional materials bid	<p>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.</p> <p>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.</p>	
Author's Name and Background	<b>Lisa Mulka</b> is an entrepreneur, writer, and teacher. She is the author of the award-winning financial literacy children’s book The Business of Beans: A Young Entrepreneur’s Story in Tanzania, as well as numerous business education books. She runs a content writing and publishing company and teaches at Johns Hopkins University in the Center for Talented Youth program. Her passion is helping young people achieve entrepreneurial and financial success.	
Copyright of Student Materials	2019	
Intended Grade Level	9-12	
WCAG 2.1 for Section 508 and WCAG Compliance (digital student materials)	eTextbook is in PDF format and is machine readable.	
Availability of NIMAS File Set (print student materials)	Upon request.	
Compliance with 1EdTECH Global Standards (print/digital)	<p>Digital student materials are 100% web-accessible via eReadiness.com and do not require programmatic integration with Learning Management Systems (LMS), such as Canvas or Google Classroom. However, digital student materials provided on eReadiness.com can easily be integrated into any LMS course by doing the following:</p> <ul style="list-style-type: none"> <li>- Set up lessons in the LMS, adding references to the resources as needed</li> <li>- Download resources from eReadiness.com and copy resource links to include in your LMS</li> <li>- Upload, insert, or otherwise link resources, including the student eTextbook, into your LMS lesson using the appropriate LMS content adding tool</li> </ul>	
Consumable (print)	Not Consumable	
Manuscript Format (print/digital)	No	
List of Ancillary Materials and Services	Instructor Resources are password protected and are housed on B.E. Publishing's eLearning platform, eReadiness.com. See Ancillary Materials and Services list.	
Pupil Edition - Meet the Term of Manufacturing Standards and Specification for Textbooks	Yes	
Additional Information	Correlations have been completed to applicable textbook pages with references provided for the corresponding chapter, page numbers, and chapter section title. In addition, correlations have been made to applicable Chapter Review Activities where the standards are addressed in an activity format. These project-based Chapter Review Activities are located with the student and instructor resources on eReadiness.com and include a wide range of formats, including computer applications projects in word processing, spreadsheets, and presentations where students develop a cumulative portfolio project in which they develop a complete marketing plan for the fictional athletic company.	
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