



connect[®]MASTER

Marketing

ONLINE LEARNING
WITHOUT COMPROMISE



ONLINE LEARNING WITHOUT COMPROMISE

*Students often struggle to connect concepts to application. Connect Master Marketing's customizable content is built with deliberate instructional alignment which provides students with focused instruction and assessments. Master takes students **beyond rudimentary knowledge to mastery** of foundational concepts through adaptive learning with just-in-time learning resources, paired with **practical assessments**.*

The development of Connect Master Marketing began with the question, ***“What should students be able to do once they have mastered all the learning objectives tied into the core concepts of the course?”***

Instructors responded. Our most recent Principles of Marketing course survey indicated:

80% of instructors rate ***“Having a basic understanding of marketing”*** to be the top desired outcome for students upon completing the Principles of Marketing course.

67% of instructors rate having students ***“be able to APPLY marketing concepts learned to their future courses”*** as the second highest.

Additionally, instructors ranked the following as their **TOP COURSE CHALLENGES** in teaching Principles of Marketing:

- 1** *Getting students to read the course materials*
- 2** *Student engagement*
- 3** *Making the course relevant*
- 4** *Supporting students who lack basic college-success skills*

DIGITAL-FIRST COURSEWARE

Connect Master Marketing content is designed for digital use, rather than a static reading experience. This allows for:

ENGAGEMENT

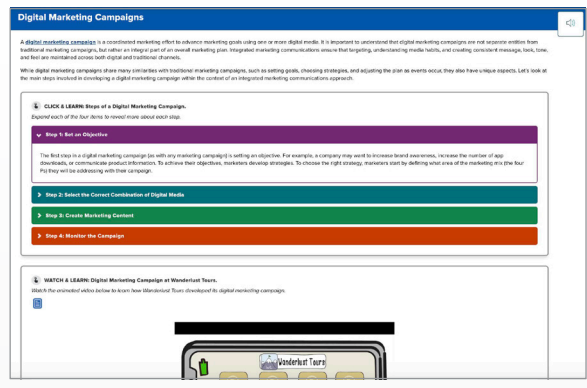
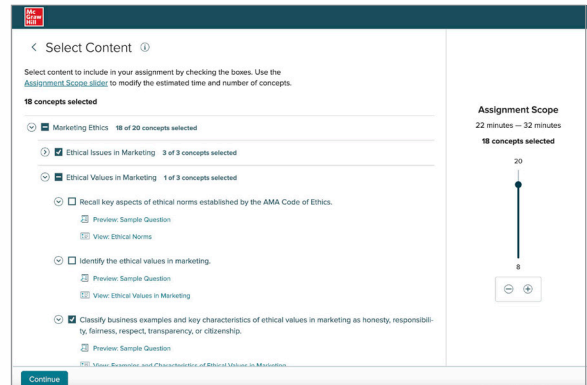
More immersive concept exploration, boosting engagement and efficiency for students and addressing the often-raised concern that “students don’t read.”

FLEXIBILITY

Content is organized and divided at a more granular level. This, combined with the transparent instructional alignment, makes it easier than ever to delete, add, and move content while still preserving the cohesion of the learning experience.

CURRENCY

An Evergreen delivery model provides new and updated content and tools delivered directly to your existing course. Engage students and freshen up assignments with coverage of select topics and new questions, all without having to switch editions or build a new course. Release notes offer a complete list of updates with each evergreen release and are available within your Connect course at connect.mheducation.com

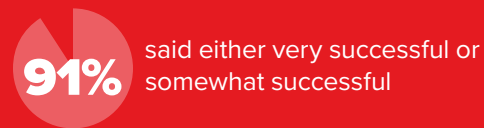


STUDENTS SPEAK!

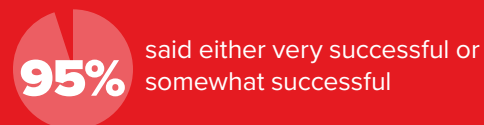
Over 700 students have piloted Connect Master Marketing. Here are their responses to which features of Connect Master Marketing were **MOST VALUABLE**:



We asked students, “*How valuable is Connect Master in helping you move from an understanding of foundational content to applying concepts to real-world scenarios?*”



“*How successful was Connect Master in making you feel like you’ve acquired knowledge and skills that will help you in your future courses or future career?*”



PRACTICAL ASSESSMENTS

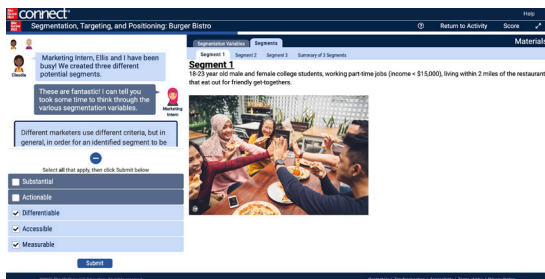
Practical assessments, such as application-based activities, case studies, writing assignments, and more, allow students to progress from understanding basic concepts to using their knowledge to analyze realistic scenarios and solve problems. This approach supports lifelong learning and allows instructors to better assess students' 21st century skills.

WRITING ASSIGNMENTS

– Based on a student writing sample, our software evaluates, scores, and gives feedback in areas such as grammar, word choice, sentence structure, idea development, and overall writing style, encouraging clearer written communication.

APPLICATION-BASED ACTIVITIES

– Highly interactive, application-based activities immerse students in real-world business environments. Placed in the role of a business professional, students are challenged to make data-informed decisions and apply multiple concepts.



EXTENDED CASE ANALYSIS

– Multi-part running case followed by a series of different assessment questions requiring students to demonstrate critical thinking, analysis, and synthesis of concepts as evidence of understanding and application.



“These exercises force the students to prove that they understand the material—not just memorize it.”

–DR. ALAN DICK,
UNIVERSITY AT BUFFALO

iSeeit! ANIMATED VIDEO CASES

– Short, contemporary, and engaging animated videos summarizing some of the most challenging marketing concepts. Available for assignment with multiple choice assessment.



VIDEO CASES

– Brief, live-action videos featuring real companies facing marketing challenges. Assignable with assessment that help students analyze and apply key marketing concepts.

MARKETING ANALYTICS EXERCISES

– Data-based scenarios that challenge students to apply and analyze how marketers use data to inform decisions.

CASE ANALYSES

– 1-2 paragraph case scenarios followed by questions that help students analyze real-world situations and apply marketing concepts.

EXERCISES

– Brief, interactive activities that allow students to demonstrate and reinforce their knowledge of key concepts and terms.

NEW

NEWSFLASH

– Incorporate current events impacting the marketing industry today. Students interact with relevant news stories and are assessed on their ability to connect the content to key concepts, building their critical thinking skills.

“I think these types of exercises are extremely important in helping the student develop critical learning skills.”

–PROF. THOMAS F. FRIZZELL, SR.,
MASSASOIT COMMUNITY COLLEGE

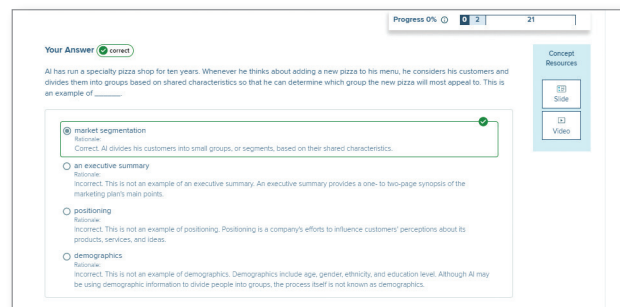
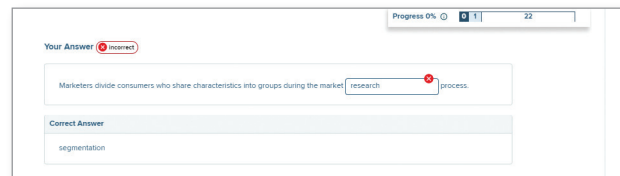
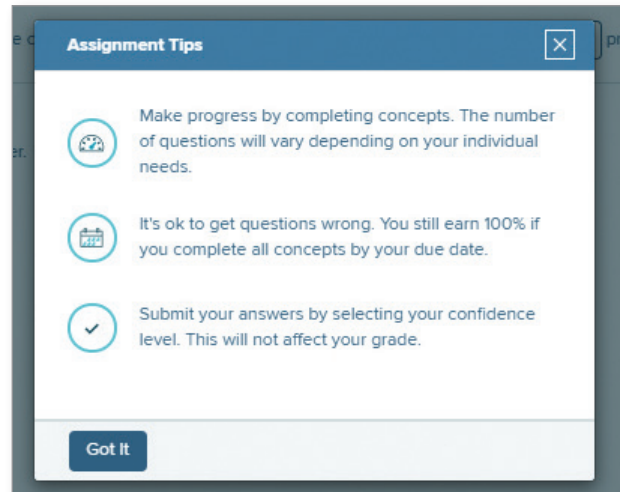
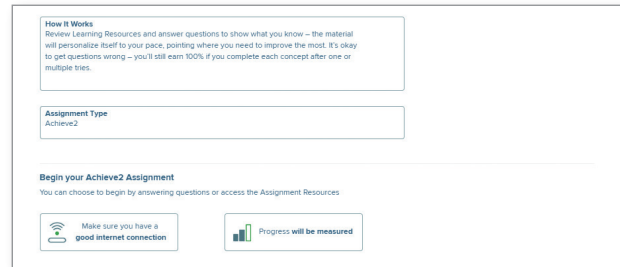
INSTRUCTIONAL ALIGNMENT

Connect Master Marketing content is developed through deliberate and transparent instructional alignment via backward design.

- Learning objectives, assessments, and instructional content are aligned to ensure instruction directly supports what is assessed, and time is not wasted on extraneous content.
- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.
- This deep instructional alignment also allows a transparent view into how the different aspects of the learning experience connect, making it easier to see the wider implications of changes and create effective customizations.

ADAPTIVE LEARNING

- You can build assignments that cover only the topics or concepts that you want to focus class attention on, resulting in a streamlined learning experience for students.
- Adaptive Learning gives each student a personalized path to learning topics or concepts. All adaptive content—including questions and concept resources—is specifically targeted to, and directly aligned with, the individual learning objectives being assessed.
- Reporting tools in Adaptive Learning show where students are struggling to understand specific concepts and where they excel.



“Master has everything that students need in one place. I believe this product will be excellent for student engagement! Connect Master is much more interactive and has a much higher chance that students will engage in the material.”

–LISA HARRIS,
SOUTHEAST COMMUNITY COLLEGE

“This is exactly the product that today’s students need since this is how they learn. It is interactive and engaging for my students.”

–MOHAMMAD RAHMAN,
SHIPPENSBURG UNIVERSITY

INTERACTIVE READER

The Connect Master Marketing Interactive Reader is built around key learning objectives that streamline the essential conceptual information. Key concepts are enhanced by resources to provide an active learning experience.

These resources include:

WATCH & LEARNS

- Animated or Real-World videos explaining challenging key concepts.

CLICK & LEARNS

- Expandable Outlines clarify complex processes in digestible, step-by-step fashion.
- Annotated Images with clickable hotspots revealing additional information in an engaging way.
- Choose Your Own Paths illustrate key considerations marketers face when making marketing decisions.


CORE CONCEPTS NOTEBOOK

- While Connect Master Marketing is a fully digital product, we have also developed a **Core Concepts Notebook** which can be used alongside the digital product for those students who value a print reference. The Core Concepts Notebook contains the essential narrative content (without the interactives) from the **Interactive Reader** and is available as a printable PDF within Connect Master Marketing if assigned.

New small firms often turn to niche marketing. The benefit of niche marketing is that often a smaller firm can identify a target market that is big enough to sustain the firm, yet small enough to be ignored by larger competitors. Initially, Five Guys may have considered a niche marketing strategy. It started in one location (Arlington, Virginia) and focused on a small segment that valued "hand-formed burgers cooked to perfection on a grill along with fresh-cut fries cooked in pure peanut oil"¹⁶. However, as business grew, Five Guys moved from its original niche strategy to the more effective targeting strategies of undifferentiated and differentiated marketing.

Once marketers have chosen one or more target markets and determined a strategic approach to address those markets, they can then start positioning their products and brand. This next step is known as market positioning.

WATCH & LEARN: TARGET MARKETING STRATEGIES AT ASSIST YOU 2. To learn how Assist You 2 identified a target market using target marketing strategies, watch the animated video below.



Branding


One of the most important jobs that marketers perform is developing and maintaining a brand. For current, former, and potential customers, a brand represents everything that a product (good, service, or idea) means to them. The differentiating characteristics of the brands that matter to you might be tangible and related to the product (such as the towing capacity of a Ford F-150 truck) or they might be emotional and focused on a special memory (such as your memories of Disney World). Specifically, a **brand** is the name, term, symbol, design, or any combination of these that identifies and differentiates a firm's products.

The outcome of successful **branding** is the creation of brand equity. **Brand equity** is the value the firm derives from customers' positive perception of its products. The topic of brand equity is the focus of the next section.

CLICK & LEARN: SUCCESSFUL BRANDING STRATEGY. Click on each step in the expandable outline below to learn more about what each step of a successful branding strategy entails.

1. Deliver a Quality Product
2. Create a Consistent Brand Image
3. Create Consistent Brand Messaging
4. Capture Feedback

CLICK & LEARN: THE THREE COMPONENTS OF A PRODUCT. Click on each hot spot in the image below to learn more about the core, actual, and augmented products of the Apple iPhone.



Core Product—The base consumer need that the product fulfills. The overall benefit that customers obtain from the iPhone is the ability to connect to the world. This is achieved through phone conversations, FaceTime, text messaging, and Internet access. Therefore, the iPhone's core product is communication, information, and connection.



"It's written in an engaging, modern tone. It gives great examples in both pictures and videos."

—RAE CALOURA,
PROVIDENCE COLLEGE

"I like that the reading uses a modern, trendy brand that my students are familiar with."

—DR. HEATHER KIRKWOOD,
SUNY-FARMINGDALE STATE

CONNECT MASTER MARKETING TAKES STUDENTS HIGHER

As a learning science company, we create content that supports higher-order thinking skills. This chart shows a few of the key assignable marketing assets aligned with Bloom's Taxonomy.

| | Interactive Reader | Adaptive Learning | Exercises | NewsFlash | iSeeit! Videos | Video Cases | Marketing Analytics Exercises | Application-Based Activities | Extended Case Analysis | Writing Assignments |
|------------|--------------------|-------------------|-----------|-----------|----------------|-------------|-------------------------------|------------------------------|------------------------|---------------------|
| Create | | | | | | | | | ✓ | ✓ |
| Evaluate | | | | | | | ✓ | ✓ | ✓ | ✓ |
| Analyze | | | | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Apply | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Understand | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Remember | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



MEET LAUREN SKINNER BEITELSPACHER, LEAD CONTENT ARCHITECT

Lauren Skinner Beitelspacher (PhD, University of Alabama) is the Ken and Nancy Major Romanzi Term Chair and professor in the marketing division at Babson College.

Her research interests include buyer–supplier relationships, retail management, and the retail supply chain. Her work has been published in numerous scholarly journals including *Journal of Marketing*, *Journal of Applied Psychology*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Industrial Marketing Management*. She also has presented her work at numerous conferences and won several “Best Paper in Track” awards at the American Marketing Association, Society for Marketing Advances, and Academy of Marketing Science. Lauren is on the editorial review boards of *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Marketing Education*, and *Journal of Business Research*. Lauren was named one of the Top 40 under 40 Business Professors by Poets & Quants in 2016. In 2017 Lauren received the Dean’s Excellence Award in Undergraduate Teaching at Babson College, in 2018 she received the Babson Faculty of the Year Award, and in 2019 earned the Dean’s Award for Research Excellence.

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