

CORE CONCEPTS OF MARKETING



Marketing The Core

**William Rudelius, Arsenio
Bonifacio, Roger A. Kerin, Carol
Bureau, Steven W. Hartley**

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Loose Leaf for Marketing: The Core Roger A. Kerin, Steven W. Hartley, 2021-01-27 Marketing The Core 9th Edition is a briefer 18 chapter version of Marketing 15th Edition the most rigorous and robust program on the market The Core 9e takes a pedagogical approach that focuses on high engagement personalized marketing traditional and contemporary coverage a rigorous framework marketing decision making and integrated technology The ninth edition continues to demonstrate the authors commitment to engagement leadership and innovation Engagement In Class and Digital In Class tested active learning activities such as surveys out of class assignments and personal observations are designed to engage students in discussions with the instructor and amongst themselves A strong emphasis on high engagement with an easy to read high involvement interactive writing style that engages students through active learning techniques Media enhanced PPT slides alternate cases and a 5 000 item test bank are included in the comprehensive instructor resource suite Leadership Leading current content and conversational writing style with new emphasis on data driven decision making and coverage of traditional and contemporary marketing concepts with hyperlinked assignments throughout to easily correlate activities Innovation Innovative pedagogical tools that match contemporary students learning styles and interests The authors up to date use of technology to bring real innovation to the text and package Innovations such as in text links a Twitter feed hyperlinked PowerPoint slides a regularly updated author blog updated Marketing Video Library and more all supplement the robust McGraw Hill Connect Marketing with SmartBook 2.0 digital learning package

Marketing: the Core William Rudelius, Arsenio Bonifacio, Roger A. Kerin, Carol Bureau, Steven W. Hartley, 2018-01-31 Kerin Marketing The Core provides students and instructors with a fresh and exciting introduction to marketing The Fifth Canadian Edition builds on the strengths of the previous editions adding new elements that make the material even more interactive engaging and relevant Marketing The Core is designed so that students learn and enjoy learning about marketing It is current It is real It reflects marketing in Canada

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Marketing Amy Waugh,2015-01-16

MARKETING ROGER. KERIN,2019

Marketing: The Core with Connect Plus Roger Kerin,Steven Hartley,William Rudelius,2010-12-02

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