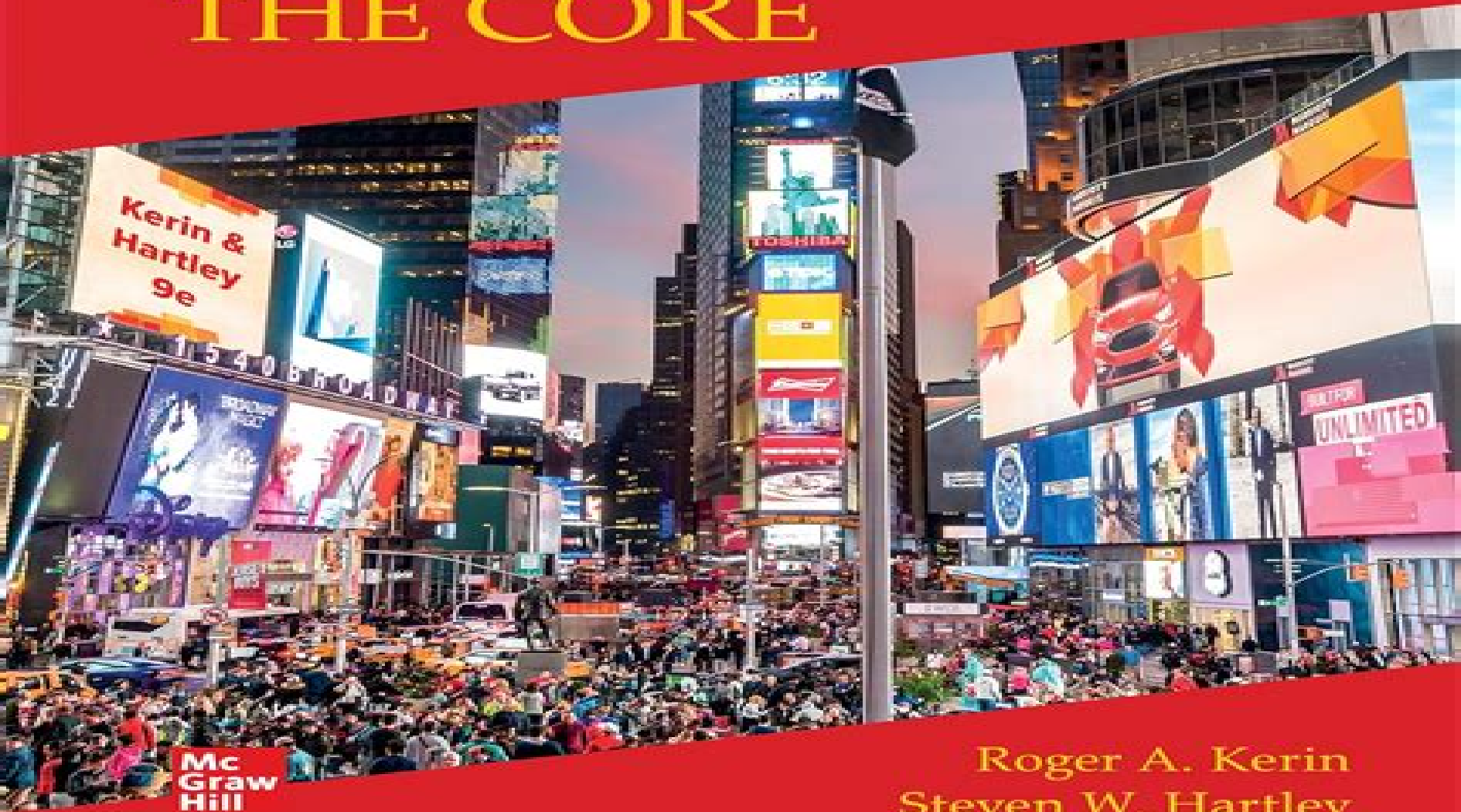


Ninth Edition

MARKETING THE CORE



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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** Roger A. Kerin, Steven W. Hartley, William Rudelius, 2007 MARKETING THE CORE 2e by Kerin Berkowitz Hartley and Rudelius continues the tradition of cutting edge content and student friendliness set by Marketing 8e but in a shorter more accessible package The Core distills Marketing's 22 chapters down to 18 leaving instructors just the content they need to cover the essentials of marketing in a single semester Instructors using The Core also benefit from a full sized supplements package that surpasses anything offered by the competition while students will appreciate the easy to read paperback format that is equally kind to both the eyes and the pocketbook The Core is more than just a baby Kerin it combines great writing currency and supplements into the ideal package for budget conscious students and time conscious professors 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 Looseleaf for Marketing: The Core Steven W. Hartley, Roger A. Kerin, 2019-01-29 Marketing The Core is a more brief 18 chapter version of the Kerin Hartley Marketing 14e product the most rigorous and robust program on the market The Core 8e also continues to demonstrate the authors commitment to engagement leadership and

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and Hartley continues a tradition of leading the market with contemporary cutting edge content presented in a conversational student oriented style supported by the most comprehensive innovative and useful supplement package available This text and package is designed to meet the needs of a wide spectrum of faculty from the professor who just wants a good textbook and a few key supplements to the professor who wants a top notch fully integrated multimedia program Marketing The Core utilizes a unique innovative and effective pedagogical approach developed by the authors through the integration of their combined classroom college and university experiences The elements of this approach have been the foundation for each edition of Marketing The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles the growth of the marketing discipline and the development of new instructional technologies The distinctive features of the approach are illustrated below High Engagement Style Easy to read interactive writing style that engages students through active learning techniques Personalized Marketing A vivid and accurate description of businesses marketing professionals and entrepreneurs through cases exercises and testimonials that allows students to personalize marketing and identify possible career interests Marketing Decision Making The use of extended examples cases and videos involving people making marketing decisions Integrated Technology The use of powerful technical resources and learning solutions such as Connect LearnSmart SmartBook www.kerinmarketing.com and video links Traditional and Contemporary Coverage Comprehensive and integrated coverage of traditional and contemporary concepts Rigorous Framework A pedagogy based on the use of learning objectives learning reviews learning objectives reviews and supportive student supplements

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