



**The Advantage: Service Quality**

**General Description:**

Two 27-minute videos on quality management share a behind-the-scenes look at the customer service success stories of Canadian organizations such as Greyhound Lines, HRDC, Laura Secord, and various Ontario government ministries. Shows how service can be improved. Includes a guide with summaries, background, and exercises.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:** 2001

**Supplier:** *Marlin Motion Pictures Ltd.*  
211 Watline Avenue  
Mississauga, ON L4Z 1P3

**Tel:** (905) 890-1500      **Fax:** (905) 890-6550

**Toll Free:** 1-800-865-7617

**Price:** Check with supplier

**ISBN/Order No:** Not available

**Copyright:** 1995



**The Advantage: Service Quality (App. B Titles)**

**General Description:**

Four 27-minute videos on quality management share a behind-the-scenes look at the customer service success stories of Canadian organizations such as Greyhound Lines, EDS Canada, Consumers Distributing, and various Ontario government ministries. Shows how service can be improved. Includes a guide with summaries, background, and exercises.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:**

**Supplier:** *Marlin Motion Pictures Ltd.*  
211 Watline Avenue  
Mississauga, ON L4Z 1P3

**Tel:** (905) 890-1500      **Fax:** (905) 890-6550

**Toll Free:** 1-800-865-7617

**Price:** \$720.00

**ISBN/Order No:** Not available

**Copyright:** 1995



**Canadian Marketing in Action, Fourth Edition**

**General Description:**

The video cases present Canadian and international companies in action and deal with a variety of marketing issues and strategic directions. Companies profiled include Corel, Eaton's, Nike, Virgin, Dollar Store, The Shopping Channel, and others. The instructor's resource manual that accompanies the student text for *Canadian Marketing in Action, Fourth Edition*, provides details for using these video cases in class discussion.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		✓

**Year Recommended in Grade Collection:** 2001

**Supplier:** *B.C. Learning Connection Inc.*  
#4 - 8755 Ash Street  
Vancouver, BC V6P 6T3

**Tel:** (604) 324-7752      **Fax:** (604) 324-1844

**Toll Free:** 1-800-884-2366

**Web Address:** www.bclc.bc.ca

**Price:** \$36.00

**ISBN/Order No:** BE0381

**Copyright:** 1999



**Canadian Marketing in Action, Sixth Edition**

**Author(s):** Tuckwell, K. J.

**General Description:**

This resource package, comprising a student text, a Marketing Studies Resources Kit, and a Test Item File, is written from a Canadian perspective. The major change between the fifth and sixth editions involves the relocation of two chapters: *Strategic Marketing Planning* and *Market Segmentation and Target Marketing*. New information on several important topics include: customer relationship management, e-commerce and e-marketing activities, and integrated e-marketing communications. The organization and presentation of material in Parts 2 and 3 have changed. Part 2 is now entitled, *Inputs for Marketing Planning* and includes chapters on *Marketing Research*, *Consumer Buying Behaviour*, and *Business-to-Business Marketing and Organizational Buying Behaviour*. These chapters present content relevant for development of a marketing plan and lead directly into Part 3, *Marketing Plan*. Part 3 includes chapters on *Market Segmentation and Target Marketing*, and *Strategic Market Planning*. The sixth edition focusses on essential issues that are shaping contemporary e-marketing practice: customer relationship management practices; electronic commerce and Internet-based marketing practices; strategic alliances and partnering among companies; socially responsible marketing; the impact of technology on e-marketing strategy; database marketing and customer retention strategies; and integrated marketing communications. Of the 39 *Marketing in Action* vignettes, 30 are new and five have been updated from the fifth edition. Accompanying the text, posted at the companion web site and included in the Marketing Studies Resources Kit, are 16 cases, 10 new cases and six that were included with the previous edition. The Marketing Studies Resources Kit includes a *Lecture Planning Manual*, *Case Studies Solution Guide*, *Video Summaries*, *Topics for Papers and Presentations*, and *Canadian Marketing Cases*. The Text Item File contains more than 1900 questions. Emphasis is placed on application-oriented multiple-choice questions. Answers, with page references, are given for all objective questions and suggested answers are provided for short answer/essay questions.

**Caution:** Some of the pictures are reproductions of print, video, or electronic advertisements and may be difficult to decipher, particularly for students with visual impairments.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		✓

**Year Recommended in Grade Collection:** 2005

**Supplier:** *Pearson Education Canada*  
26 Prince Andrew Place  
Don Mills, ON M3C 2T8

**Tel:** (416) 447-5101      **Fax:** 1-800-563-9196

**Toll Free:** 1-800-387-8028/7851

**Web Address:** www.pearsoned.ca

**Price:** Student Text: \$67.10  
Resources Kit: \$69.95

**ISBN/Order No:** Student Text: 0-13-120091-7  
Resources Kit: 0-13-120288-X

**Copyright:** 2004



**International Marketing**

**General Description:**

Thirteen-minute video focusses on international marketing and describes how international business has changed marketing strategies used by Benetton, Mitsubishi, Chrysler, Caterpillar, and so on.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
											✓

**Year Recommended in Grade Collection:** 2001

**Supplier:** *Marlin Motion Pictures Ltd.*  
211 Watline Avenue  
Mississauga, ON L4Z 1P3

**Tel:** (905) 890-1500      **Fax:** (905) 890-6550

**Toll Free:** 1-800-865-7617

**Price:** Check with supplier

**ISBN/Order No:** Not available

**Copyright:** 1992



**Marketing - Minding Your Own Business**

**General Description:**

Twenty-seven-minute video, from the *Minding My Own Business* series, presents several BC businesswomen discussing marketing their businesses. Segments also provide visual illustrations as well as comments related to marketing concepts. Guide for the series is addressed to students and consists of discussion questions, activities, and learning strategies.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:** 2001

**Supplier:** *B.C. Learning Connection Inc.*

#4 - 8755 Ash Street  
Vancouver, BC V6P 6T3

**Tel:** (604) 324-7752

**Fax:** (604) 324-1844

**Toll Free:** 1-800-884-2366

**Web Address:** www.bclc.bc.ca

**Price:** \$26.00

**ISBN/Order No:** BE0388

**Copyright:** 1993



**Marketing Products and Services**

**General Description:**

Thirty-minute American video explains the concept of marketing, including market research, product development, marketing mix, distribution, and advertising. Coca Cola is used as a model for these marketing functions. Also explains the importance of marketing to the success of a company and the emergence of the Internet as a marketing tool.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:** 2001

**Supplier:** *Magic Lantern Communications (Ontario)*

1075 North Service Road West - Unit 27  
Oakville, ON L6M 2G2

**Tel:** (905) 827-2755

**Fax:** (905) 827-2655

**Toll Free:** 1-800-263-1717

**Price:** Check with supplier

**ISBN/Order No:** Not available

**Copyright:** 1997



**Retail Realities**

**General Description:**

Nine-minute W5 video with a consumer and retail focus explores the impact on mall retailers of changes in consumer buying trends. It also presents the ethics of pricing strategies, the role of the consumer in marketing, and the need for good customer service.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:** 2001

**Supplier:** *Magic Lantern Communications (Ontario)*

1075 North Service Road West - Unit 27  
Oakville, ON L6M 2G2

**Tel:** (905) 827-2755

**Fax:** (905) 827-2655

**Toll Free:** 1-800-263-1717

**Price:** Check with supplier

**ISBN/Order No:** Not available

**Copyright:** 1992



**Target Marketing? Bullseye!**

**General Description:**

Eight-minute video explores the use of large consumer databases for direct marketing to target markets. It also raises the ethical question of collecting and using data without the knowledge and consent of consumers. An Internet web site is available, with supporting background information for this video.

**Audience:** General

**Category:** Student, Teacher Resource

**Grade Level:**

K/1	2/3	4	5	6	7	8	9	10	11	11A	12
									✓		

**Year Recommended in Grade Collection:** 2001

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**Fax:** (604) 324-1844

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**Web Address:** [www.bclc.bc.ca](http://www.bclc.bc.ca)

**Price:** \$26.00

**ISBN/Order No:** BE0391

**Copyright:** 1995