

### Business Education 11 and 12 *Marketing 11* Grade Collection

Curriculum Organizers	Marketing Concepts	Marketing Research	Marketing Practice	Marketing Strategies
<b>Comprehensive Resources</b>				
Canadian Marketing in Action, Sixth Edition				
Marketing Today: A Retail Focus, Second Edition				
<b>Additional Resources - Video</b>				
The Advantage: Service Quality - From Strategy to Implementation	✓	✓	✓	✓
The Advantage: Service Quality - Listen to Your Customers	✓	✓	✓	✓
Canadian Marketing in Action, Fourth Edition (Videos)	✓	✓	✓	✓
Marketing – Minding Your Own Business		✓	✓	✓
Marketing Products and Services	✓	✓	✓	✓
Retail Realities	✓		✓	✓
Target Marketing? Bullseye!	✓	✓	✓	✓

### Business Education 11 and 12 *Marketing 12* Grade Collection

Curriculum Organizers	Global Marketing	Marketing Research	Marketing Strategies
<b>Comprehensive Resources</b>			
Canadian Marketing in Action, Sixth Edition			
<b>Additional Resources - Video</b>			
Canadian Marketing in Action, Fourth Edition (Videos)	✓	✓	✓
International Marketing	✓		✓

- For the comprehensive resources, indicates satisfactory to good support for the majority of the learning outcomes within the curriculum organizer.
- For the additional resources, indicates support for one or more learning outcomes within the curriculum organizer.
- Indicates minimal or no support for the prescribed learning outcomes within the curriculum organizer.