

**BUSINESS EDUCATION 11 AND 12
MARKETING 11 AND 12 GRADE COLLECTIONS
OVERVIEW OF COMPREHENSIVE RESOURCES**

- *Canadian Marketing in Action, Sixth Edition* (Grades 11, 12)

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 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.

- *Marketing Today: A Retail Focus, Second Edition* (Grade 11)

This resource package consists of a hardcover student text and a softcover three-hole punched teacher's resource.

Focussing on the Canadian scene, the college-level text uses an activity-based approach to explore current marketing concepts, careers in marketing, starting a retail business, advertising and display, retail selling and store operations. It includes case studies, a 16-page glossary and problems requiring the application of technology. The teacher's resource has several sections: introduction, teaching strategies and evaluation, teaching suggestions, answer keys, tests and blackline masters.