

MindTap Quick Start Guide

MKTG4 4th Edition

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MKTG4 offers a unique blended learning solution for instructors and students in introductory marketing subjects, in the university and vocational sectors.

Paving a new way to both teach and learn, MKTG4 is designed to truly connect with today's busy, tech-savvy student.

3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
Videos	<ol style="list-style-type: none"> Part 1: An Introduction to Marketing Chapter 1 Introduction to business accounting and the role of professional analysis APPLY: Chapter videos Company Video: Geoffrey B. Small, Part 1 <p><i>See it in the Cengage Mobile app</i></p>	<p>Videos</p> <p>Each chapter's learning path includes a folder of videos that highlight or review key information from that chapter. Videos include:</p> <ul style="list-style-type: none"> • Company Videos • Concept Videos • E-Lecture Videos • Animated Summaries 	<p>Company videos feature well-known companies that students may encounter in their everyday lives to bring the course concepts to life. E-Lectures, Concept Videos and Animated Summaries review sections of the reading.</p>
Marketing Podcasts	<ol style="list-style-type: none"> Part 3: Managing the marketing mix Chapter 8: Product concepts ENGAGE: MKTG Podcast: Episode 8 <p><i>See it in the Cengage Mobile app</i></p>	<p>Marketing Podcasts</p> <p>An engaging audio-visual conversation between two students discussing the key ideas of the chapter in real world terms.</p>	<p>This podcast helps to increase student engagement by introducing chapter content in a way that allows students to reflect on their own knowledge, making the chapter content more relevant to students.</p>
Marketing Plan Worksheets	<ol style="list-style-type: none"> Book Resources Marketing Plans and Worksheets Marketing Plans Worksheet 6: Pricing Decisions 	<p>Marketing Plans</p> <p>The sample demonstrates the creation of a marketing plan from start to finish, in four parts. The worksheets then guide students through the process.</p>	<p>These resources help students bring together the concepts they have covered throughout the text, and see how the different parts of the marketing plan work together</p>

MindTap Learning Path

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Learning path location	Activity	How many	What is it	Seat time	Why it matters
ENGAGE	Marketing podcast	1 per chapter	An engaging audio-visual conversation between two students discussing the key ideas of the chapter in real world terms.	10 minutes	This podcast helps to increase student engagement by introducing chapter content in a way that allows students to reflect on their own knowledge, making the chapter content more relevant to students.
LEARN	Chapter (MindTap Reader)	--	<p>This is the chapter content. All content found in the printed text also lives in the MindTap Reader.</p> <p>The MindTap Reader allows students the opportunity to make notes or highlights in-text, (which are also captured within the linked StudyHub App), view notes or highlights from their instructor, and have content read aloud to them.</p> <p>There are also valuable study tools like highlighting, note-taking, dictionary, flashcards, ReadSpeaker, and more.</p> <p>The reader also includes embedded chapter E-Lecture and Concept Check videos.</p>	45–60 minutes	Serves as a foundation and reference of content for the course.
	Concept Check Quiz	1 per A-head	Concept Check Quizzes are automatically graded assignments that assess students' basic understanding of key concepts presented in each section of the chapter.	2–3 minutes per quiz	These questions ensure that students are familiar with basic concepts before coming to class so you can go further with the time you have, building upon that base level of knowledge.

Learning path location	Activity	How many	What is it	Seat time	Why it matters
APPLY	Videos		<p>Each chapter's learning path includes a folder of videos that highlight or review key information from that chapter. Videos include:</p> <ul style="list-style-type: none"> • Company Videos • Concept Videos • E-Lecture Videos • Animated Summaries 	Videos vary in length	Company videos feature well-known companies students may encounter in their everyday lives to bring the course concepts to life. E-Lectures, Concept Videos and Animated Summaries review sections of the reading.
REVISE	Chapter Assignment	1 per chapter	The automatically graded Chapter Assignments cover all chapter concepts through applied marketing questions. They include multiple choice, true/false, and fill-in-the-blank questions, all with rich feedback.	20 minutes	Chapter assignments help move students beyond basic understanding, and ask students to apply the course concepts, moving them up the ladder of Bloom's Taxonomy.
Book resources	Marketing plan worksheets	6 worksheets	The guide demonstrates the creation of a marketing plan from start to finish, in four parts. The worksheets then guide students through the process.		These resources help students bring together the concepts they have covered throughout the text, and see how the different parts of the marketing plan work together.
	Marketing plan guide	1 per part			
	Review cards		Students can also download and print the review cards for each chapter.		

Digital Contents

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Topic/Chapter	Digital activities and resources
PART 1 An introduction to marketing	
Chapter 1 <i>An overview of marketing</i>	Company Video: Geoffrey B. Small, Part 1 E-Lecture: Marketing Defined Concept Video: Marketing E-Lecture: Marketing Orientations Concept Video: Customer Satisfaction E-Lecture: History of Marketing E-Lecture: Alternative Marketing Opportunities
Chapter 2 <i>Marketing strategy</i>	Company Video: The Nederlander Organization, Part 1 E-Lecture: Business Mission Statement Animated Figure: Developing a Mission Statement E-Lecture: SWOT Analysis Animated Figure: Sources of Competitive Advantage Concept Video: Competitive Advantage Animated Figure: Identifying Strategic Alternatives Animated Figure: Elements of the Marketing Mix Concept Video: Marketing Planning Animated Figure: Stating Good Marketing Objectives Animated Figure: Strategic Planning Strategies
Chapter 3 <i>Ethics and the marketing environment</i>	Company Video: Zappos, Part 1 Company Video: Gaga, Inc., Part 1 E-Lecture: Ethics and Marketing Animated Figure: Business Ethics Concept Video: Ethical Decision Making Concept Video: Corporate Social Responsibility E-Lecture: Internal and External Environments Animated Figure: Marketing Social Factors E-Lecture: Demography Animated Figure: Demographic Trends E-Lecture: The Economy Concept Video: Economic Environment E-Lecture: Political and Legal Environment E-Lecture: The Competitive Environment
PART 2 Consumer information	
Chapter 4 <i>Consumer decision making</i>	Company Video: Ski Butternut, Part 1 Concept Video: Consumer Behavior E-Lecture: The Consumer Decision Making Process E-Lecture: Post Purchase Behavior Animated Figure: Types of Consumer Buying Decisions and Consumer Involvement E-Lecture: Consumer Involvement Concept Video: Reference Groups E-Lecture: Cultural Factors E-Lecture: Social Factors E-Lecture: Psychological Factors

Topic/Chapter	Digital activities and resources
Chapter 5 <i>Business-to-business marketing</i>	Company Video: Zappos, Part 2 Concept Video: Business Markets E-Lecture: Business Markets Animated Figure: Categories of Business Market Customers Animated Figure: The Seven Types of Business Goods and Services Animated Figure: Difference Between Business and Customer Markets E-Lecture: Demand for Business Products E-Lecture: Buying Centers E-Lecture: Types of Business Purchases Concept Video: Strategic Alliances
Chapter 6 <i>Segmenting and targeting markets</i>	Company Video: Numi Organic Tea Concept Video: Market Segmentation Animated Figure: Characteristics of Markets and Market Segments E-Lecture: Successful Segmentation E-Lecture: Geographic Segmentation E-Lecture: Demographic Segmentation E-Lecture: Psychographic Segmentation Animated Figure: Segmenting Consumer Markets Animated Figure: Strategies for Selecting Target Markets E-Lecture: Positioning Concept Video: Positioning Strategies
Chapter 7 <i>Market research</i>	Company Video: The Nederlander Organization, Part 3 E-Lecture: Why Conduct Marketing Research Concept Video: Marketing Research E-Lecture: The Marketing Research Process E-Lecture: External Sources of Secondary Data E-Lecture: Primary Data E-Lecture: Marketing Research Devices E-Lecture: Marketing Research Online Animated Figure: Competitive Intelligence
PART 3 Managing the marketing mix	
Chapter 8 <i>Product concepts</i>	Company Video: Zappos, Part 3 Concept Video: Products E-Lecture: Consumer Products E-Lecture: Consumer vs. Business Products E-Lecture: Product Mix Decision E-Lecture: Product Mix Example E-Lecture: Product Adjustments Animated Figure: Define Product Line Item Mix Animated Figure: Marketing Uses of Branding Concept Video: Brands

Topic/Chapter	Digital activities and resources
Chapter 9 <i>Developing and managing products</i>	Company Video: Gaga, Inc., Part 2 Concept Video: Product Life Cycle E-Lecture: Product Life Cycle E-Lecture: Unique Product Life Cycles Animated Figure: New Products Concept Video: New Product Development Process E-Lecture: New Product Failures E-Lecture: Spread of New Products E-Lecture: Consumer Adoption Process E-Lecture: Product Characteristics that Influence Rate of Adoption
Chapter 10 <i>Services, non-profit and other intangibles</i>	Company Video: Pepe's Pizzeria, Part 1 Concept Video: Services E-Lecture: Goods-Services Continuum E-Lecture: Service Quality Animated Figure: Components and Gap Model Animated Figure: Develop Marketing Mixes for Services E-Lecture: Service Marketing Mix Strategies E-Lecture: Relationship Marketing Concept Video: Non-profit Marketing E-Lecture: Non-Profit Organization Marketing Animated Figure: Nonprofit Organization Marketing
Chapter 11 <i>Marketing channels and distribution decisions</i>	Company Video: Geoffrey B. Small, Part 2 E-Lecture: Overcoming Discrepancies E-Lecture: Providing Contact Efficiency Animated Figure: The Marketing Channel and Intermediaries Concept Video: Distribution Strategies E-Lecture: Channels for Business and Industrial Products Animated Figure: Channel Strategy E-Lecture: Factors Influencing Marketing Channel Strategies E-Lecture: Marketing Channel Relationships Concept Video: Supply Chain Management E-Lecture: Supply Chain Benefits E-Lecture: Supply Chain Integration E-Lecture: Supply Chain Management Process E-Lecture: Logistics E-Lecture: Transportation E-Lecture: Technology Advances E-Lecture: Supply Chain Management Performance
Chapter 12 <i>Integrated marketing communication (IMC)</i>	Company Video: Pepe's Pizzeria, Part 2 Concept Video: The Communication Process Concept Video: Promotion Animated Figure: Marketing Mix Promotion Animated Figure: Goals and Tasks of Promotion Animated Figure: AIDA and the Promotional Mix

Topic/Chapter	Digital activities and resources
Chapter 13 <i>The promotions mix</i>	<p>Company Video: BoltBus</p> <p>Company Video: New Balance Hubway, Part 2</p> <p>Concept Video: Advertising</p> <p>Animated Figure: Effect of Advertising on Market Share and Consumers</p> <p>E-Lecture: Setting the Advertising Budget</p> <p>E-Lecture: Major Types of Advertising</p> <p>E-Lecture: Advertising Appeals</p> <p>E-Lecture: Developing and Implementing an Advertising Campaign</p> <p>Concept Video: Media Selection</p> <p>E-Lecture: Mobile Technology</p> <p>E-Lecture: Media Types and Scheduling</p> <p>Concept Video: Sales Presentations</p> <p>E-Lecture: Sales Promotion Objectives</p> <p>E-Lecture: Consumer Sales Promotion Tools</p> <p>E-Lecture: Trade Sales Promotion Tools</p> <p>Animated Figure: Public Relations in Promotional Mix</p> <p>E-Lecture: Public Relations Tool</p> <p>Concept Video: Personal Selling</p> <p>Concept Video: Social Media</p> <p>E-Lecture: Social Media Campaigns</p> <p>E-Lecture: Social Media Evaluation</p>
Chapter 14 <i>Pricing</i>	<p>Company Video: Ski Butternut, Part 2</p> <p>Animated Figure: Importance of Pricing Decisions</p> <p>E-Lecture: Pricing Objectives</p> <p>Animated Figure: Role of Demand in Price Determination</p> <p>E-Lecture: Demand Curve</p> <p>E-Lecture: Demand Elasticity</p> <p>Animated Figure: Cost Oriented Pricing Strategies</p> <p>Animated Figure: How Life Cycle, Competition, Distribution, Promotion, Customer Demands, Internet, Extranets, and the Perception of Quality Can Affect Price</p> <p>Concept Video: Competition</p> <p>E-Lecture: Pricing for Business Markets</p> <p>Animated Figure: Procedure for Setting Price</p> <p>E-Lecture: New Product Pricing</p> <p>E-Lecture: Pricing, Ethics, and the Law</p> <p>E-Lecture: Pricing Tactics</p> <p>Animated Figure: Legal Ethical Constraints on Price Fixing</p> <p>E-Lecture: Bundling</p>
PART 4 The world of marketing	
Chapter 15 <i>Global marketing</i>	<p>Company Video: The Nederlander Organization, Part 2</p> <p>Concept Video: Globalization</p> <p>E-Lecture: Global Marketing: External Environment</p> <p>E-Lecture: Legal Considerations</p> <p>E-Lecture: Entering Foreign Markets</p> <p>Concept Video: Exporting</p> <p>Animated Figure: Developing a Global Marketing Mix</p>
Chapter 16 <i>Marketing and new technology</i>	<p>Company Video: Zappos, Part 4</p> <p>Concept Video: Technological Forces</p>

Topic/Chapter	Digital activities and resources
BOOK RESOURCES	
Marketing Plan Worksheets	Worksheet 1: The World of Marketing Worksheet 2: Analysing Marketing Opportunities Worksheet 3: Product Decisions Worksheet 4: Distribution Decisions Worksheet 5: Promotion Decisions Worksheet 6: Pricing Decisions