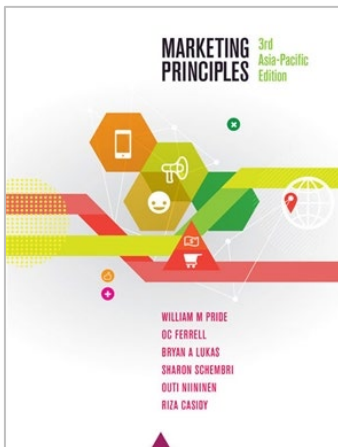


MindTap Quick Start Guide

Marketing Principles 3rd Edition

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Introduce the essentials and latest trends in today's marketing with strong visuals and exciting, timely discussions found in the proven marketing text for students of all backgrounds – Marketing Principles, 3e. This Asia-Pacific text contextualises marketing theory and practice with extensive real-world examples from Australia, New Zealand and individual countries across the region.

3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
You Make the Decision Cases	<ol style="list-style-type: none"> Part 1: Marketing (Chs 1-3) Part 1: You make the decision case and real-world insight You make the decision case: Marketing strategy and customer relationships 	<p>You Make the Decision cases</p> <p>Students choose their own adventure in these interactive, media-rich activities. Every decision impacts the outcome of the scenario, creating a unique marketing experience for each student.</p>	Summative, applied activities help students to apply concepts to realistic scenarios. Appearing at the end of each Part, they enable students to connect concepts from multiple chapters.
Marketing on the Street Video Quizzes	<ol style="list-style-type: none"> Part 2: Understanding Markets (Chs 4-7) Chapter 4: Marketing research and information systems START Marketing on the street: Chapter 4 	<p>Marketing on the Street Video Quizzes</p> <p>Students watch a video and answer a related question, which is graded for completion, not whether it is correct/incorrect. After submission, students can see how their response compares in aggregate with those submitted by their classmates, institution, and globally. These exercises also connect the scenario to lesson concepts.</p>	Since the questions aren't graded, these quizzes get students to think about their own opinions, as well as what they are about to learn in the chapter. This is a good way to introduce the lesson.
Concept Check Revision Quizzes	<ol style="list-style-type: none"> Part 2: Understanding Markets (Chs 4-7) Chapter 5: Consumer and business behaviour LEARN Reading: Chapter 5 Reading activity 5.1: Consumer decision-making process View 1 activity Concept check: 5.1 Consumer decision-making process, click Start to begin the quiz 	<p>Concept Check Revision Quizzes</p> <p>At the end of each reading section students are tested with 1–2 multiple choice questions to confirm their understanding of the concepts they have just read about.</p>	Direct engagement with content is important for student learning, and the 'concept check' questions at the end of each section provide a tangible way for students to confirm if they have understood chapter sections as they read.

Pride 3e, *Marketing Principles* MindTap Asset Description

Activity	Where is it?	What is it?	Why does it matter?	Seat time?
You make the decision	Every Part (Folder – 6 in total)	Students choose their own adventure in these interactive, media-rich activities. Every decision impacts the outcome of the scenario, creating a unique marketing experience for each student.	Summative, applied activities help students to apply concepts to realistic scenarios. Appearing at the end of each Part, they enable students to connect concepts from multiple chapters.	10–15 minutes
ENGAGE Marketing on the street	Every chapter, in the Learning Path	Students watch a video and answer a related question, which is graded for completion, not whether it is correct/incorrect. After submission, students can see how their response compares in aggregate with those submitted by their classmates, institution, and globally. These exercises also connect the scenario to lesson concepts.	Since the questions aren't graded, these quizzes get students to think about their own opinions, as well as what they are about to learn in the chapter. This is a good way to introduce the lesson.	< 5 minutes
LEARN Chapter reading (Book icon)	Every chapter, in the Learning Path	This is where the core text content lives. It is an interactive e-book with integrated tools for students and instructors, including interactive figures that help bring concepts to life. Students can search, jump to sections, highlight, take notes, have the text read aloud, define words and more.	This interactive eBook serves as a foundation and reference of content for the course.	30–60 minutes

Activity	Where is it?	What is it?	Why does it matter?	Seat time?
Concept check quiz	In LEARN folder – at the end of every reading activity (learning objective)	At the end of each reading section students are tested with 1–2 multiple choice questions to confirm their understanding of the concepts they have just read about.	Direct engagement with content is important for student learning, and the ‘concept check’ questions at the end of each section provide a tangible way for students to confirm if they have understood chapter sections as they read.	2–5 minutes
Interactive figures	In LEARN folder – 1 for every chapter, within the chapter reading	Key concepts in each chapter have been made into interactive diagrams. Students can click on each segment and listen to or read an in-depth discussion of the process or concept being displayed.	Theory is sometimes not enough to fully explain the processes and functions of marketing to students. These interactive figures are designed to give students a detailed audio–visual reference to strengthen their knowledge of key marketing processes.	5 minutes
APPLY Video quiz	Every chapter, in the Learning Path	The video quizzes each feature a well-known company and explore how that company relates to the chapter concept. At key points during the video the playback pauses and students are prompted to answer questions. After the question has been answered, the video resumes. These quizzes are automatically graded and feed into the instructor gradebook.	These activities help to apply lesson concepts to a real business and marketing scenario. The videos help bring the concepts to life.	5–10 minutes

Activity	Where is it?	What is it?	Why does it matter?	Seat time?
EXTEND Trending in marketing	Every chapter, in the Learning Path	These chapter-specific articles are written by introduction to business instructors, and include discussion questions. They will flow into the Learning Path throughout the semester.	Current events help students relate to concepts and see them applied in the real world. The RSS feeds reduce time spent seeking articles that apply to specific concepts.	Varies by assignment
REVISE Study tools: Practice quiz	Every chapter, in the Learning Path	Interactive quizzes covering all chapter concepts are applied to marketing scenarios and are automatically graded.	These quizzes help to move students beyond basic understanding, requiring them to apply their knowledge rather than simply recalling information from the chapter.	15 minutes
REVISE Study tools: Adaptive test prep	App dock – A+ icon	Adaptive test prep allows students to create practice quizzes covering multiple chapters in a low-stakes environment. Students receive immediate feedback so they know where they need additional help, and the test-bank-like questions prepare them for what to expect on the exam. With 60 questions per chapter, students can create unique practice quizzes every time.	Students have high-anxiety around exams, and many of their study tools are at the chapter level. By covering multiple chapters and mimicking the testing experience, students can prepare more efficiently for, and perform better on, exams.	Up to the student – they can spend as little or as much time as needed.
Test bank (for instructors only)	App dock – CNOW app 100–150 questions per chapter	Instructor-assignable questions are available through the CNOW app. Each chapter has approx.: <ul style="list-style-type: none"> • 80–100 multiple choice questions • 30–40 true or false questions 	These assessment questions delivered through the CNOW app help you to create, customise and deliver tests in minutes. The CNOW app guides you step-by-step through	

		<ul style="list-style-type: none">• 10–20 short answer questions• 3 scenario cases Each question is aligned to learning objectives from the book.	the test-creation process.	
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