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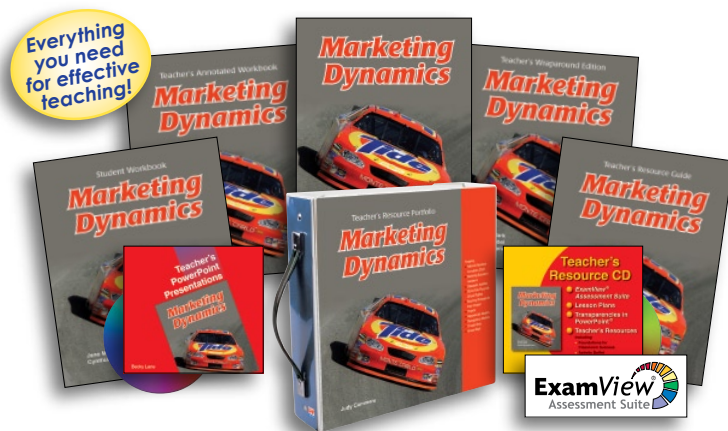
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North Carolina Marketing Educator:

Discover a fresh, new approach to marketing education with **Marketing Dynamics**, your state adopted textbook for course 6621 – Marketing.

Marketing Dynamics is the perfect textbook to introduce your students to the exciting world of marketing! The text explains the fundamental concepts of marketing in a clear, yet lively manner. It is illustrated throughout with engaging photographs, informative charts, and meaningful diagrams. Vivid explanations and classic marketing examples will help your students learn and remember the fundamental concepts of marketing, including the Four P's: Product, Place, Price, and Promotion. The text is organized into nine parts for logical instruction. Each part starts with a “big” question that stimulates thinking and sets the goal for learning the main concepts in each part. Throughout the chapters are Reality Checks – questions that help students apply concepts to their own lives. Profiles provide stories of real people and businesses. End-of-chapter activities encourage students to think critically, relate concepts to real business settings, use the Internet to answer marketing questions, and explore marketing careers.



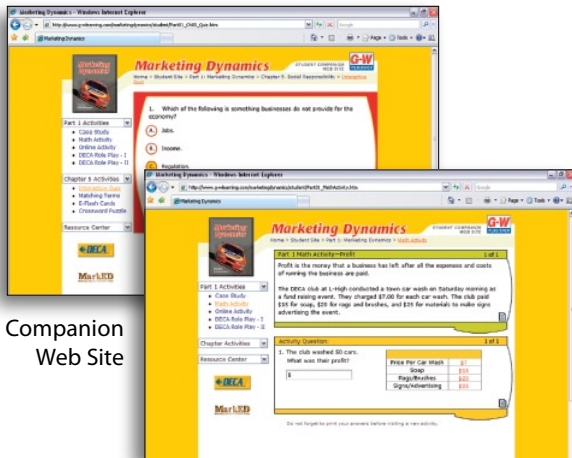
A robust teaching package makes **Marketing Dynamics** easy to implement for effective teaching. **The Teacher's Wraparound Edition** includes correlations to the national standards, a lesson-planning guide for each chapter, and 24 different types of annotations, many designed to improve academic achievement. It also provides DECA role-plays and activities to help students prepare for DECA events.

The **Student Workbook** reinforces learning with three different types of activities for each chapter. These activities (1) review marketing terms, (2) ask students to apply marketing concepts to realistic situations, and (3) apply basic math skills to topics in marketing. The answers for these activities are in the **Teacher's Annotated Workbook**.

The Teacher's Resources include the **Teacher's Resource Guide**, **Teacher's Resource Portfolio**, **Teacher's Resource CD with ExamView Assessment Suite**, and the **Marketing Educator's Handbook**. These various resources contain teaching strategies for parts and chapters, chapter tests, and numerous reproducible masters.



PowerPoint Presentations



Companion Web Site

The **Marketing Dynamics** teaching package also includes **Teacher's PowerPoint Presentations** that reinforce chapter terms, objectives, and key concepts, as well as providing thought-provoking questions to generate discussion. These PowerPoints are an effective way to present or review marketing content.

The **Companion Web Site** motivates and engages students beyond the classroom. It helps students to study independently and at their own pace with case studies, math activities, crossword puzzles, E-flash cards, and more. Each part includes DECA role plays. And, the teacher Web site parallels the student site with answers, additional teaching support, and guides to Web links. Check it out today at www.g-wlearning.com/marketingdynamics

The North Carolina Blueprints were studied carefully to make sure **Marketing Dynamics** includes the topics you cover in your marketing course. Our aim is to provide you and your students with the best educational material by publishing textbooks and teaching materials with strong, accurate content. Please compare the content and value of **Marketing Dynamics** along with the outstanding teacher resources available for this title.

Our staff is dedicated to serving you in your textbook selection. We understand your programs and will do our best to provide the help you need. Please visit our Web site at www.g-w.com to download the North Carolina Blueprint Correlations, or contact our office to have them sent to you. For assistance of any nature, please contact customer service or your North Carolina representative at your convenience.

Marketing Dynamics © 2006 Package	ISBN	Price
Student Textbook	978-1-59070-586-5	\$48.00
Workbook	978-1-59070-588-9	\$9.96
Teacher's Wraparound Edition	978-1-59070-587-2	\$60.00*
Teacher's Annotated Workbook	978-1-59070-627-5	\$19.98*
Teacher's Resource Portfolio	978-1-59070-590-2	\$114.00*
Teacher's Resource CD	978-1-59070-591-9	\$159.00*
PowerPoint Presentations CD - Individual License	978-1-59070-592-6	\$105.00
PowerPoint Presentation CD - Site License	978-1-59070-593-3	\$315.00

*Free, one per teacher with district adoption

Thank you for choosing Goodheart-Willcox Publisher.

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