

Program Organization

The student expectations and prescribed learning outcomes associated with the marketing process and the marketing mix are included as part of the specific chapter content. Global marketing is integrated throughout the content of the book.

The student expectations and prescribed learning outcomes associated with trends in marketing and marketing opportunities appear as key program features and are included in every chapter.

Marketing Process and Marketing Mix	Trends in Marketing and Marketing Opportunities						
	Information Technology in Marketing	Issues in Marketing	International Marketing	Not-for-Profit Marketing	Marketing Plan	Canadian Company Profiles	Employability Skills and Career Profiles
Specific Feature in Student Text	<i>InfoTech</i>	<i>Issues</i>	<i>Canada Around the World</i>	<i>Not-for-Profit Businesses</i>	<i>Marketing Plan</i>	<i>Canadian Marketing Profile</i>	
Chapter 1 Marketing Concepts	Future Shop • Online shopping	Online shopping	Krispy Kernels	Nonprofit versus Not-for-Profit	The Marketing Plan feature appears at the end of every chapter, after the Chapter Review. Encourages students to develop their own marketing plan throughout the course, applying the knowledge and skills they develop from each chapter.	Jones Soda	An Employability Skills Chart is included as an Appendix at the back of the Student Text. The first Application question in every Chapter Review relates to an employability skill and students create an employability skills journal. Careers Profiles in Marketing is featured in every chapter, highlighting typical marketing jobs and careers.
Chapter 2 The Consumer	Nokia • Nokia 5510	Niche Marketing	Lee Valley Tools	C.N.I.B.		The Pet Hotel	
Chapter 3 The Competitive Market	Starbucks • swipe card	Marketing and Psychological 'inputs'	CanopCo	Ontario Early Years		Cara Operations	
Chapter 4 Marketing Research	S.M.S. • text messaging	Ethics	McCain Foods	Y.M.C.A. / Y.W.C.A.		Environics Research Group	
Chapter 5 Product Development	Media Experts Inc. • copyright protection	Social Cause (Food Bank)	Bombardier	World Economic Forum		Mountain Equipment Cooperative	
Chapter 6 Positioning	R.I.M. • BlackBerry pager	Environment	Roots Canada	Canadian Tourism Commission		Aldo Shoes	
Chapter 7 Pricing	ATMs • new applications	Price controls (Cartels)	Landal Inc.	Consumer's Association of Canada		Canadian Tire Corporation	
Chapter 8 Distribution & Logistics	G & T OrderPoint • electronic ordering	Packaging and Labelling	Saputo Inc.	Government Funding		Liquidation World	
Chapter 9 Advertising, Promotion & Sales	In Store Media • data-mining	Truth-in-Advertising	Team Canada	Internet Advertising Bureau		NuMedia Internet Inc.	