

Key Program Features

- **Student Expectations** — presented at the beginning of each chapter in student-relevant language
- **Before You Begin** — questions and activities begin each chapter and are designed to build on prior knowledge or begin a pre-reading discussion
- **What Were They Thinking?** — brief scenarios highlight failed products and marketing strategies
- **Canadian Marketing Profiles and Canada Around the World** — bring marketing concepts to life through both domestic and international profiles of Canadian businesses and personalities
- **Did You Know?** — directs students' attention to the consideration of real world situations and business facts
- **I.C.E. Activities** — questions and activity charts for Information, Connection, and Extension appear several times per chapter, providing a framework for teaching and assessment that emphasizes depth of learning
- **E-Activities** — references are made to the Nelson Business Web site where activities requiring the use of Internet research further enhance the concepts and skills presented in the text
- **Careers** — highlights careers and job opportunities in marketing
- **Not-for-Profit** — profiles not-for-profit organizations
- **Info Tech** — explores the impact of technological change on marketing and business
- **Issues** — explores environmental, ethical, legal and other concerns that relate to marketing
- **In the News** — a brief summary of marketing-related news
- **Chapter Review** — includes questions organized by the Achievement Chart categories and **Reflect on Your Learning** feature that relates back to the **Before You Begin** activity
- **Marketing Plan** — appearing at the end of every chapter. Students are prompted to develop their own marketing plan using the concepts and skills presented in the book.