

New! Marketing Application-Based Activities Included in McGraw-Hill Connect®

The Connect **Application-Based Activities (ABAs)** are highly interactive activities that immerse students in real-world business environments. Placed in the role of a Marketing Manager or business professional, students are challenged to apply multiple concepts and make data-informed decisions. **Review the directions below to determine a best fit for your course!**

Role-Playing ABAs:*

The Role-Playing Application-Based Activities (ABAs) compel students to think critically to solve real-world problems and apply the skills needed in the Principles of Marketing course. These often involve multiple decision-making paths which allow students to see the impact of their decisions immediately.

There are theory-based questions that have correct and incorrect answers, and there are also branching questions that allow students to make ideal, sub-ideal, and incorrect decisions based on the concept they have learned. A student's particular path in the activity will depend on the decisions the student made on the branching questions. Each ABA focuses on one topic and is intended to take approximately 15-20 minutes to complete.

Marketing Mini Sims:*

Marketing Mini Sims put students in the role of a marketing decision maker for a backpack manufacturing company.

Each Marketing Mini Sim focuses on one aspect of the marketing mix where they are supported by their marketing colleagues who offer them background information on core concepts, provide relevant information and offer periodic checks for understanding as well as provide feedback. Each Marketing Mini Sim takes approximately 30 minutes to complete and can be assigned on its own OR as building-block experiences leading up to the assignment of our full Practice Marketing simulation.

Practice Marketing Full Simulation:*

This 3D marketing simulation enables students to put their marketing skills to the test in a fun and competitive environment. Within the game, students discover what it takes to be an effective marketing manager. Using strategies learned in class, students must successfully launch a new product to market. Within this simulated environment, players must analyze sales results, collect competitive information, and refine their product, price, place and promotional strategies in order to maximize results and become a market leader.

****A product-specific, chapter correlation guide is available within Connect suggesting which ABA to assign to supplement your course. Please consult the Connect Matrix under Instructor Resources for additional information.***