

Marketing Dynamics

Grades 11 – 12

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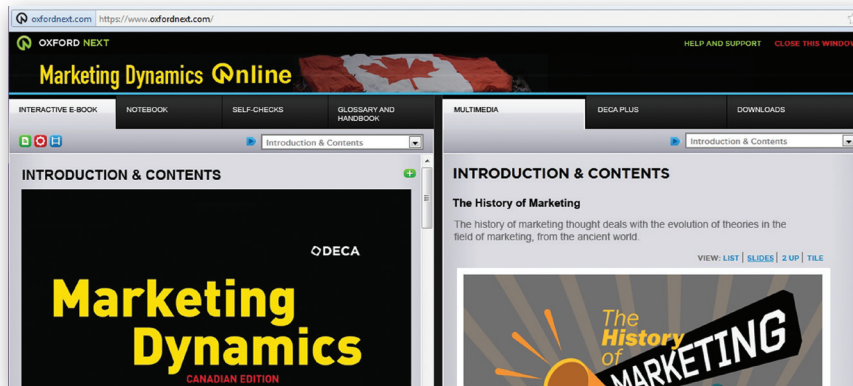
New for BMI3C (Ontario) and Marketing 11 (BC)

This new print and online resource introduces students to the fundamental concepts of marketing, the marketing mix, trends and issues in marketing, and the development and analysis of a marketing plan.

Student Book

- Enduring concepts and understandings
- Emphasis on rich discussion, thinking, and application
- Integrates Canadian and international examples throughout
- Infuses 21st century skill development, financial literacy, environmental issues, social responsibility, and Aboriginal content and perspectives

Student Website



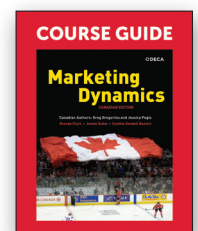
- **Interactive e-Book:** The complete Student Book with interactive learning tools.
- **Notebook:** Step-by-step activities for creating a marketing plan, adding notes, and bookmarking media from the site.
- **Self-Checks:** Over 650 multiple-choice and true/false questions.
- **Glossary and Handbook:** Includes definitions as well as how-to support for creating a marketing plan, and more!
- **Multi-media:** Links to current and relevant videos, infographics, websites, ads, articles, and case studies. Reviewed and updated annually.
- **DECA Plus:** Authentic DECA activities and additional original case studies.
- **Downloads:** All learning support sheets, assessment tools, and DECA activities.

Online Teaching Program

- Includes everything the student sees, plus comprehensive teaching notes, answer keys, and links to line masters, assessment tools, and instructional PowerPoint slides.
- Teacher-only downloads include ExamView® Testbank and an Oxford test generator, modifiable Word files for all learning supports and assessment tools, and printable teaching notes.

Teacher's Course Guide (print)

- Provides an overview of all content and tools in the print and online resources.
- Offers teachers resources for instructional planning and assessment.



For pricing information, see p. 16 of "Price List."

Marketing Dynamics Canadian Edition Price List (2014-2015)

Oxford University Press

Phone: 1.800.387.8020 Fax: 1.800.665.1771 Email: customer.service.ca@oup.com

(Prices subject to change without notice)



Title	ISBN	SCHOOL PRICE
Marketing Dynamics (Canadian Edition)		
Student Materials		
Special Bundle (includes 1 Student Book and 1 Single-User/1-Year Student Website License)	9780199013807	\$69.95
Student Book	9780199007431	\$63.95
Student Website		
Single-User License: 1 Year (Access code delivered electronically)	9780199011254	\$15.95
School License: Unlimited Users/Unlimited Term	9780199007448	\$2,625.95
Teacher Materials		
Teacher's Course Guide ("How-to" overview of Online Teaching Program; Lesson Plans and instructional resources not included)	9780199007462	\$52.95
Online Teaching Program		
Single-User License: Unlimited Term	9780199011780	\$525.95
School License: Unlimited Users/Unlimited Term	9780199007455	\$1,050.95