

Chapter Cases

For each chapter, there is a one-page, concentrated mini-case in the instructor's manual to help you reinforce key concepts and to help your students see how chapter material relates to the real world of marketing. Each chapter case is supported by an assignment comprised of short answer, true/false, and multiple choice questions. You can view each assignment in the Instructor's Manual; assignments are also available on the IRCD in ExamView for you to administer and grade electronically.

<u>Chapter</u>	<u>Case</u>
Chapter 1	Netflix
Chapter 2	Cirque du Soleil
Chapter 3	Rockstar Games
Chapter 4	MTV
Chapter 5	Ethel's Chocolate Lounges
Chapter 6	Camelbak
Chapter 7	Las Vegas Convention and Visitors Authority (LVCVA)
Chapter 8	Look-Look
Chapter 9	Garage Band
Chapter 10	Kandy Kastle
Chapter 11	Playbill
Chapter 12	Current TV
Chapter 13	Best Buy
Chapter 14	Wicked! The Musical
Chapter 15	MySpace.com
Chapter 16	Ron Popeil
Chapter 17	HDNet
Chapter 18	Cable TV Pricing
Chapter 19	Dunnhumby & Kroger

Integrated Part Cases

In addition to the chapter cases, there are 14 mini-cases that integrate concepts from each of the seven parts of MKTG. For example, separate cases on Netflix and Merck weave together the topics covered in chapters 1 through 4, helping students identify the relationships between several content areas. As with the chapter cases, each integrated part case is supported by an assignment, which you can view in the Instructor's Manual. Comprised of roughly 12 true/false and multiple choice questions, these assignments are available on the IRCD in ExamView for you to administer and grade electronically.

<u>Part</u>	<u>Case</u>
Chapters 1-4	Vermont Teddy Bear
Chapters 1-4	Merck
Chapters 5-8	eBay
Chapters 5-8	Lyon College
Chapters 9-11	Dallas Mavericks
Chapters 9-11	iPod Nano
Chapters 12-13	Harry Potter
Chapters 12-13	Whole Foods Market
Chapters 14-16	Burger King
Chapters 14-16	NASCAR
Chapters 17-18	Dell
Chapters 17-18	Yahoo! Music

Chapter 19
Chapter 19

Video Game Rating System
HGTVPro.com (Scripps)

Harvard Case Book

In addition to these 33 cases that accompany MKTG you have the option to bundle a Harvard Case book, for a more challenging way to engage your students. These cases used in the same fashion as the Integrated Part Cases. For more information about the Harvard Case book for MKTG please contact your local representative.

Applicable Chapters

Case

The World of Marketing
Chapters 1-4

IKEA invades America

Analyzing Market Opportunities
Chapters 5-8

TiVo

Product Decisions
Chapters 9-11

IKEA Invades America

Distribution Decisions
Chapters 12-13

Eddie Bauer

Promotion Decisions
Chapters 14-16

Heineken: Global Branding and Advertising

Pricing Decisions
Chapters 17-18

IKEA Invades America

Technology-Driven Marketing
Chapter 19

IKEA Invades America