

Anatomy of an MKTG4 Chapter

MKTG chapters are carefully derived from *Marketing* by Lamb, Hair, and McDaniel. The innovative composition of MKTG4 includes the following creative elements:

1. **Chapter openers** pique student interest and preview chapter concepts with learning objectives, an opening quotation that elicits student interest, and *What Do You Think* student poll. This poll question is a fun and interesting way for students to get a sense of their own marketing behavior and attitudes.
2. **MKTG4's two-column format** allows for an efficient presentation of material and a wide array of color visuals that keep students engaged. Vivid **exhibits** summarize key concepts and help hold student interest.
3. **Key terms** are defined in the margins of each page where they are first introduced. Key terms are also included on Chapter Review Cards.
4. **Authoritative yet concise**, MKTG4 contains complete coverage of key marketing concepts written by respected, experienced professors and textbook authors. MKTG4 provides a clear, direction explanation of a concept, supported by a solid, carefully chosen example to communicate core concepts more efficiently than typically found in a traditional 800+ page marketing principles textbook.
5. **Learning Objectives** summarize the primary concepts in each chapter and create an efficient organization structure for each chapter. In addition, Learning Objectives are identified next to headings in the chapter and provide a study framework on the Chapter Review Cards.
6. **Chapter Review Cards** create portable study tools that can be torn out of the back of the student text. Chapter Review Cards provide "study on the go" opportunities and include all of the following chapter components, *organized by learning objective*: key terms and definitions, a summary of key concepts, and important exhibits from the chapter.
7. **Online Study Tools** provide interactive learning experiences to help students apply their knowledge and review key terms and concepts. The companion Web site includes flashcards (print and online), downloadable audio and visual summaries, practice quizzes, crossword puzzles, Beat the Clock, and Quiz Bowl games.
8. **Prep Cards for Instructors**, located at the end of the instructor's edition, provide a portable, efficient tool for preparing and delivering effective lectures. Prep Cards for Instructors include a summary of key topics, an outline of important concepts, additional examples to enliven lectures, and a list of key marketing terms. To generate class participation and discussion, the Prep Cards also include discussion questions, assignments, group activities, and ethics exercises.