Prepare students for the real world with Application-Based Activities (ABA) in Connect. These highly interactive, assignable exercises boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems. Each ABA involves the application of multiple concepts, providing the ability to synthesize information and use critical-thinking skills to solve realistic scenarios.

Each Role-Playing ABA and is intended to

simulation focuses on a di erent element of the marketing mix and forces students to make business decisions using the information provided to achieve the established "Mission Goal."

This 3D marketing simulation

students must successfully launch a new product to market. Players must analyze sales results, collect competitive information, and refine their product, price, place, and promotional strategies to maximize results and become a market leader.

To learn more, visit mheducation.com/highered/connect »

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- Cannon/Perreault, *Essentials of Marketing*
- *Connect Master Marketing*
- Grewal
  - *Marketing*
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- Advertising and Sales Promotion: MARKit!
- B2B Marketing: Central Foods
- Brand and Brand Management: Parallel Insurance
- **NEW!** Channels and Distribution: Farm to Floor Pet Food
- Consumer Behavior: Choosing a Nursing Program
- Consumer Behavior: Smart Bike
- Customer Relationship Management: Grab & Go Groceries
- Digital Marketing: Smithville Recreation Center
- Global Marketing: Take and Bake
- Integrated Marketing Communications: Soar Travel Agency
- Market Growth Strategies: The Better Bean
- Marketing Environment: Waves Speakers
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Marketing Research: Swift and Snug Furniture
- Marketing Service Gaps: Evergreen Hotel
- New Product Development: Cyberheads
- **NEW!** Overview of Marketing: Tag It
- Personal Selling: Buddle Health
- **NEW!** Pricing: Endless Streams
- Pricing: Hoops and Studs
- Product, Branding, and Packaging: The Upcycled Dog
- Public Relations: Product Backlash during Black History Month
- Retailing & Omnichannel Marketing: Fit Life
- Segmentation, Targeting, and Positioning: Burger Bistro
- Social Media Marketing: Chew-Bocce
- Supply Chain: Where's the Toilet Paper?
- Supply Chain Preparedness: ValueMart
- Supply Chain and Channel Management: Snack Attack
- **NEW!** Sustainable Marketing: The Better Bean
- Value Creation: Relevance Tech Company

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- Planning and the Marketing Mix
- Buyer Behavior
- Segmentation
- Market Research
- Product Development
- Pricing
- Retail Strategy
- Integrated Marketing Communication
- Marketing Metrics

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- Marshall/Johnston, *Marketing Management*

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- Advertising and Sales Promotion: MARKit!
- B2B Marketing: Central Foods
- Build the Brand: Mount Balker Skincare
- Consumer Behavior: Choosing a Nursing Program
- CRM, Big Data, and Marketing Analytics: Pavo Unique Gifts
- Global Marketing: Take and Bake
- Managing Pricing Decisions: Mel's Java Joint
- Market Growth Strategies: The Better Bean
- Marketing Environment: Waves Speakers
- Marketing Ethics and Social Responsibility: Bohrd's Boards
- Personal Selling: Buddle Health
- Product Strategy & New Product Development: Signal Flash Drive
- Retailing and Omnichannel Marketing: Fit Life
- Segmentation, Targeting, and Positioning: Burger Bistro
- Segmentation, Targeting, and Positioning: Take a Hike Inc.
- Social Media Marketing: Chew-Bocce
- Supply Chain and Channel Management: Snack Attack

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- Segmentation
- Market Research
- Product Development
- Pricing
- Retail Strategy
- Integrated Marketing Communication
- Marketing Metrics

[illegible]

- Zeithaml, *Services Marketing*

[illegible]

- Marketing Research: Swift and Snug Furniture

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- Planning and the Marketing Mix
- Buyer Behavior
- Segmentation
- Pricing
- Retail Strategy
- Integrated Marketing Communication
- Marketing Metrics

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- Levy, *Retailing Management*

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- Planning and the Marketing Mix
- Buyer Behavior
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- Pricing
- Retail Strategy