



# Burrow's Marketing, 5E

Keep your Marketing course current with innovative industry technology, research, and strategies with the first-ever digital solution that will be updated in between print editions.

**New  
Edition**



**ALIGNED TO DECA  
PERFORMANCE  
INDICATORS**

<b>978-03571-35747</b>	Student Edition
<b>978-03571-35778</b>	MindTap (1-year access)

*More purchasing options available.  
Ask your Sales Consultant.*

CENGAGE | MINDTAP

## OVERVIEW

In *Marketing, 5E* students learn how current marketing technologies and practices relate to their personal goals and future careers. Students will be able to recognize effective marketing applications to create strategic plans for a large variety of business endeavors. This update maintains the hallmark integrated marketing approach seen in previous editions as students learn the foundations and functions needed to successfully market goods, services, and ideas to consumers. Professional development, customer service, and digital marketing strategies including social media are presented as key marketing skills for success. Emphasis on the Career Clusters, DECA Performance Indicators, and real-world applications highlight how these skills can be used in everyday life and future careers. While students study business, economics, selling, human relations, communications, logistics, promotion, product planning, and pricing, they also understand why marketing is crucial across all business operations.



Sample Page

## CHAPTERS

- |  |  |  |
|--|--|--|
| 1 . . . .Marketing Today and Tomorrow                    | 11 . . . .Services Need Marketing        | 21 . . . .Entrepreneurship and Marketing |
| 2 . . . .Socially Responsible Marketing                  | 12 . . . .Business-to-Business Marketing | 22 . . . .Take Control with Management   |
| 3 . . . .The Economic Basis for Marketing                | 13 . . . .Distribution                   | 23 . . . .Plan Your Future in Marketing  |
| 4 . . . .Marketing Basics                                | 14 . . . .Determine the Best Price       |  |
| 5 . . . .Marketing Begins with Consumers                 | 15 . . . .Promotion                      |  |
| 6 . . . .Marketing Information and Research              | 16 . . . .Advertising                    |  |
| 7 . . . .Competition Is Everywhere                       | 17 . . . .Selling                        |  |
| 8 . . . .Social Media and E-Commerce                     | 18 . . . .Marketing in a Global Economy  |  |
| 9 . . . .Develop a Marketing Strategy and Marketing Plan | 19 . . . .Manage Risk                    |  |
| 10 . . . .Develop Successful Products                    | 20 . . . .Marketing and Finance          |  |

**The following features are only included in MindTap for each chapter and will be updated in between print editions for relevancy:**

- |                     |                  |
|---------------------|------------------|
| Visual Focus        | #Mktgfastfacts   |
| Marketing Decisions | NetKnowledge     |
| Digital Marketing   | Global Marketing |

## WHAT'S NEW

*MindTap for Marketing, 5th edition* includes additional timely features such as examples of advertisements, stats and facts, digital marketing strategies, internet research activities, and case studies that will be updated in between editions to keep your course current in this innovative industry.



**Updated, Two-column Design** in the print textbook makes the text easier to read and offers a more engaging, magazine-style to highlight current issues in marketing.



“The hardest thing to do in this business is start a band nobody’s ever heard of.”

– Michael Penn, Singer-Songwriter, Composer

**Let's Start a Band!** opens each chapter with a conversational story of a group of young people trying to start their own band and asks students to help them with a new aspect of their venture that relates to chapter concepts. Students return to the band at the end of the chapter with follow-up discussion and problem-solving questions.

**Case Studies** have been added to the online solution, *MindTap*, at the end of each chapter. Cases feature actual businesses and their marketing strategies with accompanied critical-thinking questions.

### Stay Current with RSS Feeds

*MindTap* offers curated up-to-date articles from professional marketing journals teachers can choose to incorporate into their class for discussion or additional projects.

**Build Your Marketing Plan** feature is now highlighted throughout both the print textbook and *MindTap* online solution. Marketing Plan Worksheets are now available in both the Student Companion Site as well as *MindTap* for each chapter. The majority of Marketing Plan instruction is found in chapters 4 and 9, but this feature offers hands-on practice applying new skills to a Marketing Plan at the end of every chapter.



This edition correlates to Precision Exams industry-aligned certifications:

### Marketing Fundamentals (400)

[CLICK HERE](#)

### Marketing I (401)

[CLICK HERE](#)

### See the Knowledge Standards for this Exam

[CLICK HERE](#)

### Learn more about Precision exams for end-of-course student certifications

[CLICK HERE](#)



**Connect to MindTap Icons** in the print text make it clear when to integrate additional digital activities into your course.

**Candid Careers Videos in MindTap** offer video interviews of real professionals talking about a typical day, their challenges, as well as most exciting aspects of their jobs.



This edition incorporates the **course competencies** defined by NBEA's National Standards for Business Education, National Marketing Education Core Competencies, TEKS, current DECA Prep Performance Standards, and the Career Cluster Standards for Marketing.



**Build Your Portfolio** icons highlight end of chapter assessment as students create an artifact that showcases their knowledge or skills in a virtual career portfolio. Often, these include the Connect to DECA and Build Your Marketing Plan activities.

For more information,  
Contact your  
Sales Consultant at:

**NGL.Cengage.com/  
RepFinder**

“National Geographic”, “National Geographic Society” and the Yellow Border Design are registered trademarks of the National Geographic Society © Marcas Registradas