**Part I:**

**How to use this manual**

**INTRODUCTION**

There are many effective ways to teach the beginning marketing course – and we know that how you design your course depends on your objectives and your students' needs. Our aim in preparing this *Instructor's Manual* – and more generally in preparing *Essentials of Marketing* and everything that goes with it – has been to provide you with a complete and flexible set of high-quality teaching and learning materials – materials that really work together and help you to offer your students a truly professional course. You can design your own course system by selecting from among a wide variety of teaching units those elements that fit your style and your students' needs.

A great number of different types of *P*rofessional *L*earning *U*nits *S*ystems have been anticipated in developing these materials – so we call the whole package *P.L.U.S*. *Your* system represents the custom mix of *P.L.U.S.* elements you select for your students. The exhibit on the next page summarizes major components of our *P.L.U.S.* package.

Our objective is to offer you a *P.L.U.S.* "menu" so that you can conveniently select units you want – and disregard what you do not want. You can have confidence that the units you select will work well together. To help you in selecting from this "menu," this *Instructor's Manual* provides additional discussion of each of the major components of *P.L.U.S.* – as well as a comprehensive set of ideas and suggestions on teaching the first marketing course. Almost all of the materials are available to you in computer files on the Instructor’s Resource CD so you can easily make your selections.

**OVERVIEW OF THIS MANUAL – A ROAD MAP**

This manual is organized into five major parts. The focus and purpose of each part is briefly described below:

**Part I: How to Use This Manual**

Part I simply provides a short overview of the rest of the manual.

**Part II: Overview of the Major Elements of the P.L.U.S. Package**

The purpose of this part of the *Instructor's Manual* is to provide you, in one place, with an overview of the major elements of *P.L.U.S.* (short for *P*rofessional *L*earning *U*nits *S*ystems) that are available to you. This section provides an overview of the major elements of *P.L.U.S.*:

* *Essentials of Marketing, 15th edition*
  + What’s new in this edition of *Essentials of Marketing?*
* *SmartBook with LearnSmart*
* *Instructor’s Manual & Digital Implementation Guide to Accompany Essentials of Marketing*
  + Overview of all teaching/learning units as well as suggested answers to all questions, exercises, and assignments
* *Interactive PowerPoint Lecture Slides and Scripts*
* *Bank of Objective Test Questions*
* Video Package for *Essentials of Marketing 15e:* Teaching Videos, Video Cases and New iSeeIt! Videos
* Connect Interactive exercises for *Essentials of Marketing 15e*
* Find “Instructor Resources” for *Essentials of Marketing 15e* on Connect (Library🡪Instructor Resources) at the Online Learning Center for *Essentials of Marketing 15e*.
* Author blog for Instructors – Teach the 4 Ps
* *Essentials of Marketing* cartridges for your Learning Management System

**Part III: Ideas about Teaching the First Marketing Course**

Part III provides a comprehensive set of ideas about teaching the first marketing course – including more detailed information about some of the possibilities for using various components of P.L.U.S.. Specifically, Part III includes 16 sections that cover:

*1. COMMENTS ON APPROACHES TO TEACH BEGINNING MARKETING*

*2. SUGGESTIONS FOR WRITING COURSE OBJECTIVES*

*3. SUGGESTIONS FOR THE PACE AND COVERAGE FOR COURSES WITH*

*VARIOUS LENGTHS*

*4. SUGGESTIONS FOR “FLIPPING THE CLASSROOM” AND/OR ACTIVE LEARNING IN*

*YOUR CLASSROOM*

*5. COMMENTS ON THE CONNECT HOMEWORK EXERCISES AND LEARNSMART*

*6. COMMENTS ON* NEW *MARKETING ANALYTICS: DATA TO KNOWLEDGE*

*7. COMMENTS ON THE ONLINE TOOLKITS*

*8. COMMENTS ON THE ETHICAL DILEMMAS*

*9. COMMENTS ON THE END-OF-CHAPTER QUESTIONS AND PROBLEMS*

*10. COMMENTS ON THE CASES AND VIDEO CASES*

*11. COMMENTS ON ESSENTIALS OF MARKETING’S OBJECTIVE TEST QUESTIONS*

*12. COMMENTS ON THE INTERACTIVE POWERPOINT LECTURE SLIDES, PRINT ADS, AND*

*YOUTUBE POWERPOINTS*

*13. COMMENTS ON THE INSTRUCTOR’S RESOURCE CD TO ACCOMPANY ESSENTIALS*

*OF MARKETING*

*14. COMMENTS ON THE TEACHING VIDEOS*

*15. IDEAS FOR STUDENT PROJECTS*

*16. FEEDBACK TO THE AUTHORS*

In general, the information in Part III is designed to be helpful to you in planning your course – and in developing a syllabus. You can easily skip any section in this part which is not of interest.

**Part IV: Chapter-by-Chapter Aids: Comments on and Answers to Various Exercises in *Essentials of Marketing, 15e***

Part IV provides answers to or discussion of all of the student assignment material, including:

* Questions and Problems that appear at the end of each chapter,
* Comments on NEW Marketing Analytics: Data to Knowledge exercises in Connect,
* Comments on the use of the "Suggested Cases" at the end of each chapter (this is in addition to more detailed comments on each case provided in Part V),
* Comments on the Ethical Dilemma exercise in each chapter, and
* A summary of the Connect Homework Exercises for each chapter.

The material in this part of the manual may be helpful to you at the point when you are planning/selecting specific assignments for your syllabus. In addition, all of the materials are organized on a chapter-by-chapter basis – to make it easier for you to find them when you need them during the course. Further, the answers are clear and complete; you have everything you need for class discussion of the questions or for grading of assignments. For example, the answers to the questions and exercises based on the computer-aided problems include printed copies of all the computer spreadsheets – so you don't need to spend time doing the assignments yourself.

**Part V: Comments on Cases in Essentials of Marketing**

Part V includes comments and teaching notes on each of the 38 marketing cases at the end of the text. The discussion of each case supplements the suggestions that appear in the chapter-by-chapter aids (Part IV). Comments and teaching notes on the 8 video cases are available in the Video Instructor’s Manual.

**CONCLUDING REMARKS**

It has been our objective in preparing this edition of *Essentials of Marketing* – and the whole set of *P.L.U.S.* materials that are available with it – to provide the most complete set of high-quality teaching and learning materials available anywhere for the first marketing course. We sincerely hope that you find these materials helpful and that they assist you in developing a course that meets your needs and your objectives for your students.

Our work on all of these materials is an ongoing process. As you read this manual we will already be at work on refinements and innovations for the next edition. Thus, we would welcome your comments and suggestions about this manual, or more generally about any of the *P.L.U.S.* components. The most efficient way to reach us is by sending an email to Joe.Cannon@ColoState.edu.

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