



Principles of Marketing, Plus MyMarketingLab with Pearson Etext

Philip Kotler, Gary Armstrong

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For students

- *Interactive Mini-Simulations and quizzes - Interactive Mini-Simulations and quizzes place students in a realistic marketing situation, challenging them to make decisions based on marketing concepts and see the impact of the decisions they chose.
- *Self-Study Tools - Multiple learning aids, such as videos, flashcards, and audio study guides can provide your students with the practice they need to master the material.
- * Self-Assessment - MyMarketingLab offers robust self-assessment tests to determine mastery of key content areas. Organized by major section or chapter, these diagnostic tests contain questions that are mapped to the Learning Objectives within the text. This varied assessment program enables students to accurately measure student progress. For educators
- * Online Assignments, Tests, Quizzes - create homework assignments, quizzes, or tests, and add them to your MyMarketingLab course. Questions can be used from the test bank or you can even upload your own questions.
- *Instructor Support Material. A wealth of instructor support material simplifies and enriches the teaching experience. MyMarketingLab gives you access to text-specific materials including instructor's manuals, test banks, and PowerPoint(R) presentations.
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