



CONNECT ACCESS CARD FOR MARKETING

Roger Kerin, Steven Hartley

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- **High Engagement Style:** Easy-to-read, interactive, writing style that engages students through active learning techniques.
- **Personalized Marketing:** A vivid and accurate description of businesses, marketing professionals, and entrepreneurs through cases, exercises, and testimonials that allows students to personalize marketing and identify possible career interests.
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- **Integrated Technology:** The use of powerful technical resources and learning solutions, such as Connect, LearnSmart, SmartBook, www.kerinmarketing.com, and video links.
- **Traditional and Contemporary Coverage:** Comprehensive and integrated coverage of traditional and contemporary concepts.
- **Rigorous Framework:** A pedagogy based on the use of learning objectives, learning reviews, learning objectives reviews, and supportive student supplements.

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