

TENNESSEE

# Career and Technical Education Catalog



[NGL.Cengage.com/Tennessee](http://NGL.Cengage.com/Tennessee)

# Table of Contents

Digital Review Login Instructions .....	3
Accounting I.....	6
Accounting II.....	7
Personal Finance.....	7
Skills Assessment Manager (SAM) .....	8
Computer Applications.....	12
Advanced Computer Applications .....	12
Keyboarding/Computer Applications.....	13
Business Communications.....	13
Business Management .....	14
Introduction to Business & Marketing.....	14
Business Economics .....	14
Entrepreneurship .....	14
Marketing & Management II: Advanced Strategies.....	15
Marketing & Management I: Principles .....	15

## FOR STUDENTS

**MindTap™** engages and empowers students to produce their best work—consistently. By seamlessly integrating course material with videos, activities, apps, and much more, **MindTap™** creates a unique learning path that fosters increased comprehension and efficiency.



## FOR TEACHERS

**MindTap™** is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

# Digital Review Login Instructions

Go to [NGLsync.Cengage.com](https://NGLsync.Cengage.com)

## Business Courses Digital Review

*Username:* TNBusiness@ngldemo.com

*Password:* NGL123

## Microsoft Office Digital Review

*Username:* TNMos@ngldemo.com

*Password:* NGL123

## Personal Finance and Accounting Digital Review

*Username:* TNActPF@ngldemo.com

*Password:* NGL123

### Your **NGL SYNC** Demo

In order to access your NGLSync Demo content please follow the steps below. **YOU WILL ONLY NEED TO DO THIS ONE TIME.**

1. Enter **CTE Demo** for school name.
2. Select **CTE Demo** from the list.
3. Login username and password provided.

The image displays three sequential screenshots of the NGL SYNC login interface. The first screenshot, labeled with a red '1', shows the 'SIGN IN' button and a 'Wait your school' message. The second screenshot, labeled with a red '2', shows a dropdown menu with 'CTE Demo' selected. The third screenshot, labeled with a red '3', shows the login fields for 'NGL Demo-School' and 'NGL Demo-Student'.





# Powered by You.

Propel students from memorization to mastery.

**MindTap** is the platform that gives you complete control of your course. Provide engaging content, challenge every individual, and build their confidence.

## Everything in one place.

You reduce prep time with a Learning Path already built for students with an eBook, engaging activities, assessment, and more... Students appreciate a single destination to gain mastery.



eBook



Embedded Videos and Simulations



Interactive Activities

## Your course. Your content.

You have control, easily adding your content, documents, and notes... Students love having a Learning Path customized by you.



Student Learning Path



Customizable eBook

## Together, accelerate progress.

You have analytics with actionable insights...

Students gain confidence through instant feedback and move from engagement to understanding to unstoppable!



Student Engagement Analytics



Gradebook



[NGL.Cengage.com/MindTap](https://NGL.Cengage.com/MindTap)

"National Geographic", "National Geographic Society" and the Yellow Border Design are registered trademarks of the National Geographic Society ® Marcas Registradas



### New! MindTap Mobile App with eBook!

Students using MindTap™ can download the app free on any iOS or Android device, sign in, and get started! The mobile app includes:



The **MINDTAP READER**, a full eBook available offline, allows students to read or listen to the book anywhere, anytime.



**FLASHCARDS, STUDY GAMES** and **QUIZZING** enhance vocabulary and concept understanding.



**POLLING** allows teachers to ask questions in class and get feedback in real time.

### MindTap— Access Made Easier



Built for K–12 teachers and students, **NGLSync** provides rostering services or simple self-rostering capability that makes the start of the course a snap!

MindTap™ integrates with many **Learning Management Systems** and our teams fully support the integration.

Blackboard

canvas

Desire2Learn

moodle

moodlerooms

Other LTI Compliant LMS

### MindTap— A Multitude of Courses and Content Areas

Each course includes activities, simulations, or assignments built to engage students and provide real-world context. Below are some examples of courses and content areas supported by MindTap™.

#### Career and Technical Education

Accounting

Business

Marketing

Personal Finance

Microsoft® Office

Computer Programming

Health Science

Medical Terminology

Automotive

Construction Trades

Agriscience

Cosmetology

Criminal Justice

Early Childhood Education

#### Electives and Advanced Placement®

AP® U.S. History

AP® World History

AP® European History

AP® U.S. Government and Politics

AP® English Literature and Composition

Forensic Science

Environmental Science (high school, honors, and AP®)

AP® Biology

Astronomy

**...and much more!**

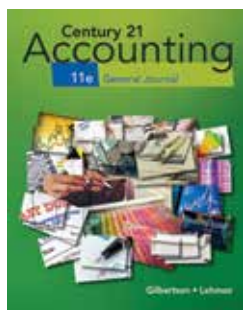
Learn about specific programs or get more information at [NGL.Cengage.com/MindTap](https://NGL.Cengage.com/MindTap)



[NGL.Cengage.com/MindTap](https://NGL.Cengage.com/MindTap)

AP® is a trademark registered and/or owned by the College Board, which was not involved in the production of, and does not endorse, this product.

## Accounting I



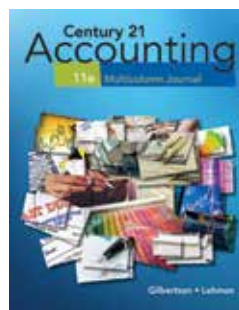
### Century 21 Accounting: General Journal, Copyright Update

Gilbertson/Lehman/ Gentene  
11e ©2019  
9781337623124

Hardcover, 880 pages



- Updated edition transforms your high school accounting course to give students even more learning options and equips them for Microsoft® Excel®, Peachtree/Sage 50®, and QuickBooks® using Automated Accounting Online
- Includes new critical-thinking activities, real-world applications, and updated accounting instruction
- MindTap is an enhanced online learning solution that includes auto-graded working papers, powered by Aplia, the interactive eBook, Chapter Tests, Study guides, and simulations with an updated interface.
- Places greater emphasis on conceptual understanding with new features including "Forensic Accounting," "Think Like an Accountant," "Financial Literacy," "Global Awareness," "Ethics in Action," and "Why Accounting?"



### Century 21 Accounting : Multicolumn Journal, Copyright Update

Gilbertson/Lehman/ Gentene  
11e ©2019  
9781337565424

Hardcover, 880 pages

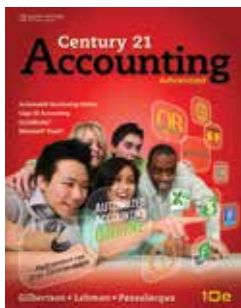


- Updated edition transforms your high school accounting course to give students even more learning options and equips them for Microsoft® Excel®, Peachtree/Sage 50®, and QuickBooks® using Automated Accounting Online
- Includes new critical-thinking activities, real-world applications, and updated accounting instruction
- MindTap is an enhanced online learning solution that includes auto-graded working papers, powered by Aplia, the interactive eBook, Chapter Tests, Study guides, and simulations with an updated interface.
- Places greater emphasis on conceptual understanding with new features including "Forensic Accounting," "Think Like an Accountant," "Financial Literacy," "Global Awareness," "Ethics in Action," and "Why Accounting?"

Century 21 Accounting : General Journal, Copyright Update	9781337623124	\$92.25
Student Edition +K12 MindTap (1-year access)	9781337870641	\$97.25
K12 MindTap Digital (1 year access)	9781337623179	\$40.00
Chapters 1-17 (Working Papers)	9781337623230	\$28.75
Chapters 18-24 (Working Papers)	9781337623247	\$28.75
Bundle, Chapters 1-24 (Working Papers)	9781337623254	\$43.25
<b>MindTap including Simulations</b>		
Including 1 simulation:		
Red Carpet Events	9780357027844	\$64.25
Authentic Threads	9780357027882	\$64.25
Digital Diversions	9780357027912	\$64.25
<b>Including 2 simulations:</b>		
Red Carpet Events + Authentic Threads	9780357027943	\$84.25
Red Carpet Events + Digital Diversions	9780357027974	\$84.25
Authentic Threads + Digital Diversions	9780357028001	\$84.25
<b>Including all 3 simulations:</b>		
Red Carpet Events, Authentic Threads, and Digital Diversions	9780357028032	\$94.25
Red Carpet Events Manual Simulation	9780840068231	\$26.50
Authentic Threads Manual Simulation	9781111579678	\$26.50
Digital Diversions Manual Simulation	9781111579524	\$26.50
TN UTRP	9781337623131	\$230.25
Wraparound Teacher's Edition, Chapters 1-24		

Century 21 Accounting : Multicolumn Journal, Copyright Update	9781337565424	\$92.25
Student Edition +K12 MindTap (1-year access)	9781337870603	\$97.25
K12 MindTap Digital (1 year access)	9781337565479	\$40.00
Chapters 1-17 (Working Papers)	9781337565530	\$28.75
Chapters 18-24 (Working Papers)	9781337565547	\$28.75
Bundle, Chapters 1-24 (Working Papers)	9781337565554	\$28.75
<b>MindTap including Simulations</b>		
Including 1 simulation:		
Red Carpet Events	9780357032152	\$64.25
Authentic Threads	9780357032183	\$64.25
Digital Diversions	9780357032213	\$64.25
<b>Including 2 simulations:</b>		
Red Carpet Events + Authentic Threads	9780357032244	\$84.25
Red Carpet Events + Digital Diversions	9780357032275	\$84.25
Authentic Threads + Digital Diversions	9780357032305	\$84.25
<b>Including all 3 simulations:</b>		
Red Carpet Events, Authentic Threads, and Digital Diversions	9780357032336	\$94.25
Red Carpet Events Manual Simulation	9780840068224	\$32.50
Authentic Threads Manual Simulation	9781111579661	\$32.50
Digital Diversions Manual Simulation	9781111579517	\$32.50
TN UTRP	9781337565431	\$230.25
Wraparound Teacher's Edition, Chapters 1-24		

## Accounting II



### Century 21 Accounting: Advanced (Ch 1-24)

Gilbertson/Lehman/ Passalacqua  
10e ©2015  
9781111990640

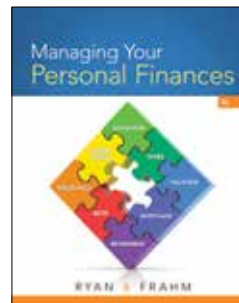
Hardcover, 816 pages



- Revised with critical-thinking activities, real-world applications, updated accounting instruction, and enhanced online learning solutions— including Online Working Papers and Automated Accounting Online computerized accounting software
- Now places greater emphasis on conceptual understanding and financial statement analysis
- Provides new features including “Forensic Accounting,” “Think Like an Accountant,” “Financial Literacy,” and “Why Accounting?”—just a few examples of the expanded opportunities for critical-thinking and technology use
- Integrates commercial technology throughout the text, equipping students to work with Microsoft® Excel®, Sage 50®, QuickBooks®, and Automated Accounting Online

Century 21 Accounting : Advanced (Ch 1-24)	9781111990640	\$94.75
Chapters 1–24 Aplia Online Working Papers	9781285847573	\$40.00
Chapters 1–14 Printed Working Papers	9781133103684	\$30.25
Chapters 15–24 Printed Working Papers	9781133103707	\$30.25
Chapters 1–24 Bundle -Printed Working Papers	9781285073286	\$43.25
Recycling Problems Working Papers	9781111990930	\$30.25
Organic Aisles, Manual Simulation	9781133588276	\$38.00
Adventure Gear, Manual Simulation	9781133588313	\$38.00
TN UTRP	9781337975490	
Wraparound Teacher's Edition	9781133103660	\$150.00
Instructor's Resource Kit	9781133958512	\$412.00
Teacher's Edition 1–14	9781133958536	\$41.50
Teacher's Edition 15–24	9781133958529	\$41.50
Teacher's Edition Recycling Problems	9781111990947	\$41.50
Teacher's Key, Organic Aisles, Manual Simulation	9781133588283	\$25.00
Teacher's Key, Adventure Gear, Manual Simulation	9781133588320	\$25.00

## Personal Finance



### Managing Your Personal Finances

Ryan/Ryan  
7e ©2016  
9781305076815

Hardcover, 720 pages



- Informs students of their various financial responsibilities while focusing on the students' role as citizen, student, family member, consumer, and active participant in the business world
- Enables students to discover new ways of maximizing their earning potential, develop strategies for managing their resources, explore skills for the wise use of credit, and gain insights into the different ways of investing money
- Provides updated coverage, including social media, healthcare, and identity theft, to increase student awareness in critical areas of personal finance
- MindTap™ includes auto-graded vocabulary and critical-thinking assignments, animated videos, and more
- Stock Market Simulation worksheets allow students to engage in real-world decision making

Managing Your Personal Finances	9781305076815	\$78.25
Student Edition + K12 MindTap™ (6-year access)	9781305467545	\$98.25
K12 MindTap™ + Vital Source (6-year access)	9781305467569	\$78.25
Student Activity Guide	9781305081352	\$33.00
TN UTRP	9781305107847	\$132.00
Annotated instructor's Edition		



## SAM 2016

# Reduce your workload and improve learning outcomes

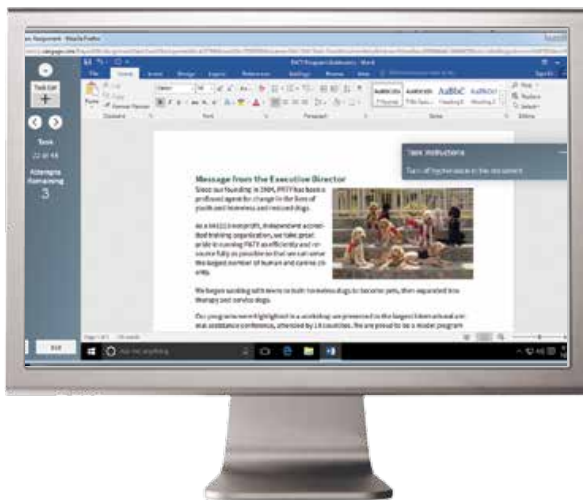
SAM reduces instructors' workloads with efficient course management tools and auto-graded assignments and exams. SAM improves student learning outcomes through self-paced learning and personalized remediation.

**What is SAM?** SAM, or, for Skills Assessment Manager, is an interactive online learning environment that helps students master Microsoft Office skills and computer concepts that are essential to academic and career success. SAM engages students in self-paced learning of Microsoft Office applications – including Word, Excel, Access, PowerPoint, Windows, Internet Explorer, and Outlook, as well as technology concepts and issues. It reduces instructors' workloads with auto-graded assignments and exams, and easy-to-use course setup and management tools.

**sam**



## The **SAM** System

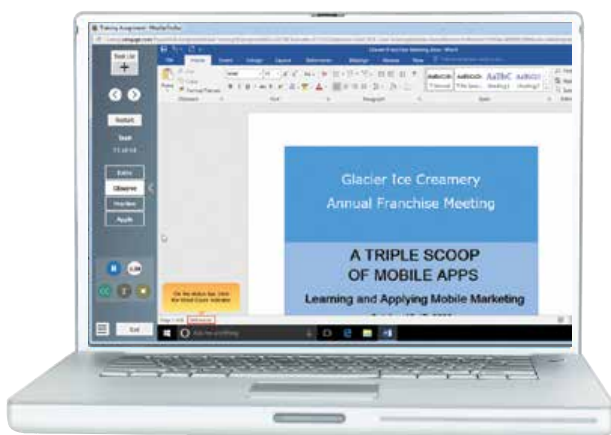


## Comprehensive Assessment

### **SAM Exams**

- Simulated performance-based exam simulations now built in HTML5 for Word, Excel, Access, PowerPoint, Windows 10, Edge, Outlook, OneNote, and more
- Thousands of additional objective-based questions
- Detailed Study Guide reports provide personalized, targeted remediation
- MOS Core and Expert exams





## Interactive Practice

### SAM Training

- Simulated, self-guided training scenarios now built in HTML5 for Word, Excel, Access, PowerPoint, Windows 10, Edge, OneNote, Outlook, and more
- Multiple training methods address different learning styles
- Mastery by modes– Intro, Observe, Practice, Apply
- Office for Mac methods for Mac Users

## Real-World Application of Skills

### SAM Projects

- Live-in-the-application, project-based assessment for Word, Excel, PowerPoint, Access
- Project assignments options include
  - Introductory-level textbook projects
  - 2 SAM Projects per module
  - Capstone projects through the Advanced-level
- Improve critical thinking
- Prepare students for the MOS project-based exam
- Automatically graded for immediate student feedback and remediation
- Project hints for Mac users



**Request a FREE trial at [NGL.Cengage.com/HighSchoolReview](http://NGL.Cengage.com/HighSchoolReview)**

## SAM 2016

### Enhance computer literacy skills

**Computer Concepts Labs** — Cover topics including computer hardware, safety and security, computer networks, and more and bring concepts to life through interactive simulations, hands-on trainings and auto-graded assessments.



### Preparing your Students for MOS or IC<sup>3</sup> certification?

SAM allows you to assign exams based on the MOS certification objectives or the IC<sup>3</sup> standards. Students can take exams and train in preparation for their certification to ensure success!

Assignment Name(?)	Content Version	Type	Section	Availability	Due Date	Actions
Access 2016 MOS Core Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
Excel 2016 MOS Core Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
Excel 2016 MOS Expert Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
Outlook 2016 MOS Core Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
PowerPoint 2016 MOS Core Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
Word 2016 MOS Core Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]
Word 2016 MOS Expert Certification Prep	OFFICE 365/2016	Exam	MOS Certification (Spring 2016)	Always	—	[Icons]

## MindTap

Take your Microsoft® Office Instruction to the Next Level!



A new way to use SAM- no set-up time, more personalization, and a clear learning path!

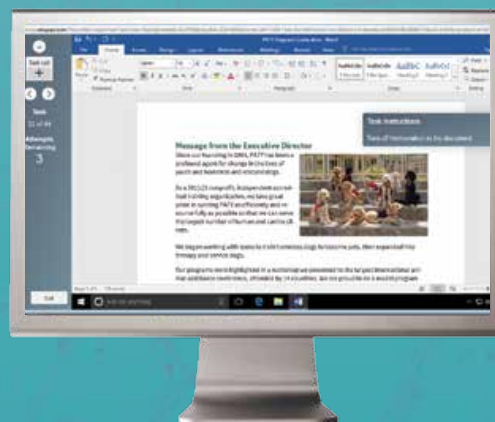
MindTap's customizable Learning Path...



...begins with core content in the MindTap reader and videos...

...and integrates SAM's Trainings, Exams, and Projects!

sam



Request a FREE trial at [NGL.Cengage.com/HighSchoolReview](http://NGL.Cengage.com/HighSchoolReview)

# Business Management & Administration

## Computer Applications



### Shelly Cashman Series® Microsoft® Office 365 & Office 2016: Introductory

Burrow/Kleindl/Becraft  
14e ©2017  
9781305870031

Hardcover, spiralbound  
1,080 pages



Coming  
Spring 2019  
Office 2019/365  
titles

- Designed to engage readers, improve retention, and prepare students for success with Microsoft® Office 2016
- New Productivity Apps visually introduce Microsoft® OneNote®, Sway®, Office Mix, and Edge™ using fun, hands-on activities

Shelly Cashman Series® Microsoft® Office 365 & Office 2016 : Introductory Student Edition	9781337358248	\$123.50
Student Edition + K12 MindTap™ (6-year access)	9781337358248	\$210.00
Student Edition + K12 MindTap™ (1-year access)	9781305991712	\$123.50
K12 MindTap with SAM (6-year access)	9781337975025	\$123.50
K12 MindTap with SAM (1-year access)	9781337100663	\$20.00
TN UTRP	9781305870031	\$123.50
Shelly Cashman Series® Microsoft® Office 365 & Office 2016: Introductory Student Edition		

## Advanced Computer Applications



### Shelly Cashman Series® Microsoft® Office 365 & Office 2016: Intermediate

Freund/Last/Pratt/Sebok/Vermaat  
1e ©2017  
9781305870390

Hardcover, spiralbound  
1,128 pages



Coming  
Spring 2019  
Office 2019/365  
titles

- Builds upon the foundational application skills mastered in the Introductory text, with four additional modules for Word®, Excel®, Access®, and PowerPoint®

Shelly Cashman Series® Microsoft® Office 365 & Office 2016 : Intermediate	9781305870390	\$135.25
Student Edition + K12 MindTap™ (6-year access)	9781337358231	\$221.25
Student Edition + K12 MindTap™ (1-year access)	9781305991729	\$135.25
K12 MindTap with SAM (6 year Access)	9781337975032	\$135.25
K12 MindTap with SAM (1-year access)	9781337101639	\$20.00
TN UTRP	9781305870390	\$135.25
Shelly Cashman Series® Microsoft® Office 365 & Office 2016: Intermediate Student Edition		



### Illustrated Microsoft® Office 365 & Office 2016 : Introductory

Beskeen/Cram/Duffy  
1e ©2017  
9781305876033

Hardcover, spiralbound  
656 pages



Coming  
Spring 2019  
Office 2019/365  
titles

- Comprehensive updates reflect the latest features and enhancements throughout Microsoft® Office 2016
- New Productivity Apps visually introduce Microsoft® OneNote®, Sway®, Office Mix, and Edge™ using fun, hands-on activities

Illustrated Microsoft® Office 365 & Office 2016 : Introductory Student Edition	9781305876033	\$108.25
Student Edition + K12 MindTap™ (6-year access)	9781337358224	\$195.00
Student Edition + K12 MindTap™ (1-year access)	9781305991927	\$108.25
MindTap with SAM(6-year access)	9781337484039	\$105.00
MindTap with SAM(1-year access)	9781337104975	\$20.00
TN UTRP	9781305876033	\$108.25
Illustrated Microsoft® Office 365 & Office 2016: Introductory Student Edition		



### Illustrated Microsoft® Office 365 & Office 2016: Intermediate

Beskeen/Cram/Duffy  
1e ©2017  
9781337113786

Hardcover, spiralbound  
461 pages



Coming  
Spring 2019  
Office 2019/365  
titles

- Builds upon the foundational application skills mastered in the Introductory text, with four additional modules for Word®, Excel®, Access®, and PowerPoint®

Illustrated Microsoft® Office 365 & Office 2016 : Intermediate Student Edition	9781337113786	\$119.75
Student Edition + K12 MindTap™ (6-year access)	9781337484350	\$136.25
Student Edition + K12 MindTap™ (1-year access)	9781305991934	\$119.75
K12 MindTap with SAM (6 year Access)	9781337484367	\$119.75
K12 MindTap with SAM (1-year access)	9781337105019	\$20.00
TN UTRP	9781337113786	\$119.75
Illustrated Microsoft® Office 365 & Office 2016 : Intermediate Student Edition		



## High School Keyboarding/ Computer Applications



### Century 21® Computer Applications with Keyboarding (Office 2016)

Hoggatt/Smith

11e ©2019

9781337910309

Hardcover, 480 pages

- Trust the leader who has taught more than 90 million people to type—bringing over 100 years of publishing experience and a century of innovations together in a complete line of computing solutions.
- Provide your students with the best in computing education from the proven business education leader—now stronger than ever!
- This edition helps students prepare for a lifetime of keyboarding and computer success with innovative solutions updated to reflect today's business challenges
- Microsoft® Office 2016 and Windows® 10 are supported in document formats

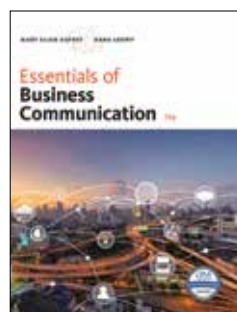
Student Edition	9781337910309	\$75.00
Online Keyboarding in SAM™ ©2019 (1-year access)	9780357032121	\$20.00



MindTap with SAM includes:

- MOS exam simulated experiences
- Auto-graded trainings and exams
- Auto-graded projects
- Enhanced reporting with remediation

## Business Communications



### Essentials of Business Communication

Guffey

11e ©2019

9781337711487

Hardcover, 608 pages



- “Popular Writing Plans” guide students step-by-step as they begin writing. This hallmark feature summarizes the steps in creating every type of business writing
- Abundant, proven model documents use descriptive callouts to direct students through the writing process. Before-and-after documents demonstrate chapter concepts and illustrate the value of the revision process

Essentials of Business Communication	9781337711487	\$102.00
Student Edition + K12 MindTap™ (6-year access)	9781337862295	\$122.00
K12 MindTap (6-year access)	9781337862318	\$102.00
TN UTRP	9781337386500	\$172.75
Annotated Teacher's Edition		



### Online Keyboarding in SAM™

©2017

9781337555838

- A totally online keyboarding program to meet all your needs—three packages in one
- We've combined our popular Century 21® keyboarding text online, plus MicroType activities, plus SAM™ (Skills Assessment Manager) Exams and Trainings

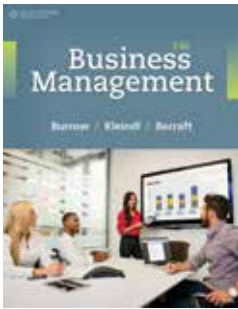


An online environment that builds student mastery of Microsoft® Office skills and computer concepts

Century 21® Computer Skills and Applications	9781337555838	\$20.00
--	---------------	---------

# Business Management & Administration

## Business Management



### Business Management

Burrow/Kleindl/Becraft  
14e ©2017  
9781305661813

Hardcover, 736 pages



- Offers comprehensive coverage of higher level business management content, including production and operations management
- All the functions of business management are covered extensively, including the use of technology and communication as tools of business
- Additional focus on e-commerce, international business and marketing, team conflict resolution, and web-based management
- MindTap™ includes project files, additional case studies, auto-graded review, quizzes, tests, and more

Business Management	9781305661813	\$95.50
Student Edition + K12 MindTap™ (6-year access)	9781305899254	\$115.50
K12 MindTap™ + Vital Source (6-year access)	9781305899575	\$95.50
Student Activity Guide	9781305661820	\$30.50
TN UTRP	9781305661837	\$149.75
Annotated Instructor's Edition		

## Introduction to Business & Marketing



### Principles of Business Updated Precision Exam Edition

Dlabay/Burrow/Kleindl  
9e ©2019  
9781337904179

Hardcover, 624 pages



- A market-leading text that provides an abundance of practical applications connecting students to the business world
- Addresses vital “soft skills,” such as making effective presentations, resolving conflict, teamwork, interviewing, and problem solving
- Now places more emphasis on retailing and merchandising to meet additional curriculum guidelines
- MindTap™ includes auto-graded chapter review, quizzes, tests, and more

Principles of Business Updated Precision Exam ED	9781337904179	\$92.00
Student Edition + K12 MindTap™ (6-year access)	9781305899247	\$112.00
K12 MindTap™ + Vital Source (6-year access)	9781305899568	\$92.00
Student Activities and Study Guide	9781305653047	\$24.25
TN UTRP	9781305653054	\$157.50
Instructor's Wraparound Edition		

## Entrepreneurship



### Entrepreneurship Ideas in Action Updated Precision Exams Edition

Greene  
6e ©2019  
9781337904698

Hardcover, 432 pages



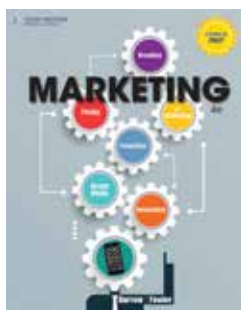
- Bring economics to life with rich, practical examples that make concepts clear and intriguing. *Contemporary Economics* blends economic expertise and educational insights with comprehensive content, sound instructional design, and extensive print and media teaching tools.

Contemporary Economics	9781337283021	\$106.50
Student Edition + K12 MindTap™ (6-year access)	9781337484602	\$126.50
Student Edition + Vital Source (6-year access)	9781337484619	\$106.50
Workbook	9781337283038	\$30.25
TN UTRP	9781337283021	\$106.50
Contemporary Economics		

- Encourages students to examine all the major steps involved in starting a business—ownership, strategy, finance, and marketing
- Includes information on online research and online business planning
- Offers abundant real-life examples that put the content in a format students can relate to and incorporates the framework for 21st Century Learning to help prepare students for the real world
- MindTap™ includes auto-graded review activities, chapter quizzes, scenario-based exercises, and more

Entrepreneurship Ideas in Action Updated Precision Exams Edition	9781337904698	\$82.50
Student Edition + K12 MindTap™ (6-year access)	9781305899285	\$102.50
K12 MindTap™ + Vital Source (6-year access)	9781305899605	\$82.50
Student Workbook	9781305653108	\$24.75
TN UTRP	9781305653092	\$82.50
Annotated Instructor's Edition		

## Marketing & Management I: Principles



### Marketing

Burrow/Fowler  
4e ©2016  
9781133962489

Hardcover, 736 pages



- Teaches the foundations and functions needed to successfully market goods, services, and ideas to customers
- Updated with a new design that includes features and concepts to engage today's students
- Features a brand-new chapter on "Social Media"
- "Planning a Career in..." feature presents the skills, education, and work experience needed for a variety of careers in marketing relating to the National Career Clusters
- Connects to DECA with numerous activities and event prep projects in every chapter
- MindTap™ includes auto-graded review assignments, chapter quizzes and tests, DECA Prep videos, and more

Marketing	9781133962489	\$79.75
Student Edition + K12 MindTap™ (6-year access)	9781305468290	\$99.75
K12 MindTap™ + Vital Source (6-year access)	9781305468313	\$79.75
Activities and Study Guide	9781285062846	\$19.75
TN UTRP	9781285053714	\$126.00
Annotated Instructor's Edition		

## Marketing & Management II: Advanced Strategies



### Sports Entertainment Marketing Updated Precision Exam ED

Kaser/Oelkers  
4e ©2019

9781337904025

Hardcover, 448 pages



- Updated edition incorporates feedback from instructors across the country, offering expanded coverage, updated content, and exciting new features
- Continues to cover popular sports and entertainment topics as the foundation for teaching marketing concepts
- Includes Case Studies and Winning Edge activities for BPA, DECA, and FBLA to prepare students for success in competitive events
- New "Social Media Marketing" feature in every chapter addresses current trends in social media as they relate to promotion and advertising
- MindTap™ includes auto-graded chapter review, quizzes, tests, and more.

Sports Entertainment Marketing Updated Precision Exam ED	9781337904025	\$50.00
Student Edition + K12 MindTap™ (6-year access)	9781305790629	\$65.25
K12 MindTap™ + Vital Source (6-year access)	9781305790704	\$45.25
TN UTRP	9781133953234	\$84.50
Annotated Instructor's Edition		

A map of Alabama showing its 67 counties. The counties are colored based on the percentage of the Black population in 2019. The color scale ranges from dark blue (0% to 10%) to dark red (80% or more). The eastern and central parts of the state, particularly the Black Belt region, are predominantly colored in shades of red, indicating a high percentage of the Black population. The western and northern parts of the state are predominantly colored in shades of pink and light blue, indicating a lower percentage of the Black population.

SchoolCustomerService@cengage.com

michael.gasparic@cengage.com

**For additional CTE titles contact your Sales Consultant**

