



# Marketer's Showdown

## Creating Solutions to Marketing Issues

McGraw-Hill  
Higher Education

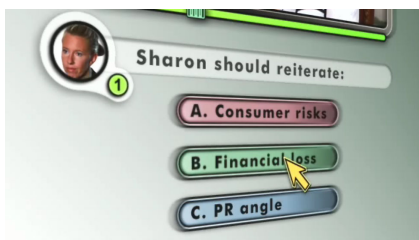
McGraw-Hill/Irwin is pleased to announce the release of **Marketer's Showdown**, a new, web-delivered, interactive video case program that puts students in the middle of dynamic marketing strategy decision-making, alongside real marketers.

**Marketer's Showdown** allows instructors to assign up to nine cases, focusing on up-to-the-minute marketing issues faced by companies within the music, automotive, and soft drink industries, covering virtually every concept taught in a Principles of Marketing course.



**Analyze.** **Marketer's Showdown**, provides students a peek at the histories, financial information and the current marketing problem faced by the company found in each case.

**Predict.** Through a series of guided questions, students pick a strategy for resolving the issue the company faces. To help build their strategy, they will meet real marketing pros, listen to their strategies and choose a stand-in for an upcoming marketing meeting.



**Critique and Decide.** At the meeting, students watch the pros go head to head in debating the varying strategies and with their stand-in. Students will then hear the pros recap their positions and make a final decision. One year later a news report will detail how well the strategy fared and students will have an opportunity to respond one final time.

Assignable. Gradeable. Interactive. Experiential. Affordable. **Marketer's Showdown.**

Marketers' Showdown can be purchased at [www.mhhe.com/showdown](http://www.mhhe.com/showdown) or on any Principles of Marketing online learning center, for \$10.

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