# THE McGRAW-HILL 36-HOUR MARKETING COURSE

JEFFREY L SEGLIN

# **Mcgraw Hill Thirty Six Hour Marketing Course**

Arthur A. Thompson, Alonzo J. Strickland, John E. Gamble

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Lear, 2015-01-06 Students of Introductory Spanish learn best when they are connecting with authentic culture with each other as a community and with the language as used in real world settings Con ctate sparks the curiosity that builds these connections as students drive toward communicative and cultural confidence and proficiency. The Con ctate program s distinctive approach is built around the following principles Focused approach Con ctate concentrates on what Introductory Spanish students can reasonably be expected to learn allowing for sustained engagement with the material that respects the natural process of language acquisition An intentional focus first on meaning and then on form puts in action the best practices of second language pedagogy Plus Con ctate s reduced grammar scope leaves more time for the systematic review and recycling of vocabulary and grammar required for students to achieve mastery of first year skills Fortifying this process at every turn is LearnSmartTM a powerful super adaptive learning program that guides students on an individualized path toward mastery of all the vocabulary and grammar in Con ctate Active learning Con ctate gives students the opportunity to explore language and culture through interactive activities that keep them focused and engaged Vocabulary and grammar in Con ctate are taught using an active learning approach nudging students to discover new vocabulary and language rules through a carefully balanced mix of inductive and explicit presentations and hands on learning Students are similarly asked to take an active role in an immersive online game Practice Spanish Study Abroad designed around a study abroad experience in which they leverage their language and cultural skills to accomplish tasks and solve problems in various real world scenarios Integration of culture Building on the active learning theme students develop and apply critical thinking skills as they draw personal conclusions about the rich culture presented throughout Con ctate Culture is embedded within the language activities themselves included in notes that expand on the activity at hand and seen through the integrated video that forms the basis for many activities in each chapter of the text This authentic unscripted video introduces students to useful chunks of language real world Spanish and a wide range of topics related to cultural themes Con ctate s stunning video was shot in Spain Panama Miami Argentina Costa Rica and Mexico and exposes students to a wide variety of people in each country who discuss topics that are familiar and engaging to students Mobile Tools for Digital Success The digital tools available in the Connect Spanish platform with Con ctate also successfully promote student progress by providing extensive opportunities to practice and hone their developing skills These learning opportunities include online communicative activities instant feedback peerediting sophisticated reporting an immersive game and an interactive eBook with embedded video and audio The mobile friendly platform allows students to engage in the course material anytime and everywhere Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that your class time is more engaging and effective Connect Spanish including but not limited to the workbook lab manual LearnSmart Practice Spanish Study Abroad the video program and chat tools is sold separately and does not come automatically with the purchase of the textbook The McGraw-Hill 36-Hour

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# Mcgraw Hill Thirty Six Hour Marketing Course Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Mcgraw Hill Thirty Six Hour Marketing Course**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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