

A **NEW** resource book for business teachers . . .

Marketing: Making it **REAL**

by Sheila Weidinger



- Are you looking for a creative way to teach Marketing?
- Would you like “tried and tested”, hands-on lessons and projects that can be used in your classroom?
- Would you like to share in a few stories and anecdotes experienced by this teacher over the past three decades?

If you have answered yes, consider this new resource book for instructors.

WHAT IT INCLUDES:

- 11 personal chapters sharing stories and experiences that this author has experienced over the past 3 decades in the classroom - share in the laughs, the tears, the challenges and personal victories.
- 29 hands-on exercises/products that can be used in the classroom - relates specifically to course content
- Specialized instructor’s notes for each exercise - hints provided for each.
- Rubrics and evaluation keys - no need to create your own.
- Electronic copies of all exercises/products - personalize them to your own specific needs.
- Student testimonials from over the year - shows value of class.



REAL praise for Sheila Weidinger's marketing approach:

"I had the privilege of being a student in Sheila's marketing class. Her approach to the world of marketing is contemporary, creative, and based on business fundamentals. Over 15 years later, I can still recall the class projects and the concepts that we learned. Sheila's marketing class was an excellent foundation for making real marketing decisions everyday in the business world."

Nicole Pereira
General Manager
Cambridge Center Honda
Cambridge, Ontario, CANADA

PRICE: \$95.00

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Available online at www.sheilamotivates.com

Special Offer

Purchase before June 1, 2013 and get a 15% discount

Use Coupon Code QN72R5JY2X when checking out at our online store.

Another option....

Have you considered a personalized classroom workbook filled with relevant, hands-on exercises for your students?

NO MORE....

- last minute jaunts to the photocopier
- indecision as to what exercise/project to assign your students
- running out of time, trying to be creative

If this is something you would like to discuss in more detail, contact Sheila Weidinger at sheilas@caminstructor.com or call her at 519-497-6113.