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Advertising

MCE 13.1310 MERC 1

Promotion

Marketing Education Resource Center
BOOK ---- Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains www site Promotion, Planning Your Web Site, Email as a Marketing Tool, Selecting Advertising Media, Ad-quipping Your Business, Promotion, and Promotional Mix. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE CD ROM 7

The Street Fighter Video Series

Jeff and Marc Slutsky

CD ROM ---- This Street Fighter Video series on 2 Video CD ROM set includes: Video 1, Marketing; and Video 2, Advertising on a Shoestring. Learning objectives for Video 1 include: How to deal with competitive pricing; How to get free distribution of your advertising message; How a sales person uses a cross promotion for a more effective appointment; How to motivate employees to market for you, free; How to sabotage a competitor's intrusion into your territory. Learning objectives for Video 2 include: Negotiating techniques that get you two to three times more radio air time; How to get 30% to 40% more billboard coverage for the same money; The ideal size for your newspaper ad; How to write headlines that get results. Gahanna, OH, Street Fighter Marketing, Inc., 2003.

MCE DVD ROM 1

Clio Awards: 40th Anniversary Reel, Part 1

Films for the Humanities & Sciences
DVD ROM ---- NOTE: Mature content--Advise instructor preview before viewing. This program features top television ads from the Clio Hall of Fame ranging from the late 1950s through the '70s, including classic commercials such as Alka-Seltzer's "Spicy Meatball" and "Mama Mia," Life Cereal's "Three Brothers," Coca-Cola's "Mean Joe Greene," American Tourister's "Gorilla," New York State's "I Love New York," Timex's "Watch on Propeller," British Airways' "Relaxez-vous," Cool Whip's "Anniversary Waltz," Pepto-Bismol's "Honor Roll," and Xerox's "Monks." 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 2

Clio Awards: 40th Anniversary Reel, Part 2

Films for the Humanities & Sciences
DVD ROM ---- NOTE: Mature content--Advise instructor preview before viewing. This program spotlights television's best ads from the Clio Hall of Fame from the 1980s and '90s, including memorable moments such as IBM's "Hats," Apple Corporation's "1984," Diet Pepsi's "Apartment 10G," Federal Express' "There's Always Federal" and "Secretary," Levi's Jeans for Women's "Woman Finding Love," Polaroid One Step's "It's So Simple," Little Caesars' "Focus Group," Penn Tennis Balls' "Bounce Test," and Maxell Audio Tapes' "Israelites." 57 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 6

Managing Brand Equity

Films for the Humanities & Sciences
DVD ROM ---- This program discusses brand equity as a complex, multidimensional attribute which can be transformed either deliberately or accidentally. Material includes managing the extension of the brand; how to balance company, line, and product brands; and the future of multi-positioned, multi-leveraged brand structures. Case studies include Club Med, American Express, 3M audio and video products, and others. 19 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 7

Focus Groups: Targeting the Market

Films for the Humanities & Sciences
DVD ROM ---- Focus groups are key to an effective advertising campaign and market dominance. A good focus group can reveal to a company who its real customers are, what they think, and--most important of all--whether they will buy its product or its competitor's instead. This concise program looks at how one company, Happy Planet, ran focus groups to discover what its target market thought of its product and then applied the information to restructure its advertising campaign and revamp the product. 9 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 13.1

The Selling Game: A New Era In Advertising

Films for the Humanities & Sciences
DVD ROM ---- This program explores the results of marketing's new tools, the Internet and low-cost digital production methods. A new wave of advertising relies increasingly on consumer-generated content and rejects the ad forms of conventional television. Featuring interviews with Matt Creamer of Advertising Age, Joseph Jaffee of the marketing company Crayon, Kevin Roberts of Saatchi & Saatchi Worldwide, and others, the program presents several ad campaign case studies. These include Sun Silk Shampoo's Wig Out initiative, Dorito's call for homemade commercials, and--perhaps the godfather of consumer-generated ads--the Diet Coke and Mentos online phenomenon. 45 minutes. Hamilton, NJ, Films for the Humanities & Sciences, 2007.

MCE DVD ROM 13.2

Why You Buy: 21st Century Advertising

Learning Seed

DVD ROM ---- Advertising once aimed to persuade or claim product superiority. But today's ads often make no claims for the product and use subtle tactics to get around our substantial defenses against commercial arm twisting. This program looks at person-to-person selling, direct mail, ads and emotions, and TV commercials to reveal how they sneak under our persuasion radar. 23 minutes. Lake Zurich, IL, Learning Seed, 2002.

MCE DVD ROM 15

Internet Marketing and Advertising Strategies: Push Marketing Techniques

Films for the Humanities & Sciences
DVD ROM ---- Push marketing, the essence of traditional advertising, easily translates to the Internet. This program explores a smorgasbord of online push marketing options, from staples including search engine optimization, banner ads, and interstitials to delicacies such as promotions, affiliations, sponsorships, and even rich media. The difference between directory- and spidering-based search engines is spelled out, and the value of reinforcing an online presence with offline advertising and guerilla marketing is also considered. 22 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 16

Internet Marketing and Advertising Strategies: Effectiveness Measurement Tools and Techniques

Films for the Humanities & Sciences
DVD ROM ---- Dispelling the belief that click-through rate is the ultimate online benchmark, this program identifies which cyber-factors e-tailers need to measure, how they should go about quantifying them, and how they should interpret and apply the resulting data. The interrelationship between impressions, click-through, and conversions is clearly explained by e-commerce experts, along with the use of Internet research analyst services, ad servers, and path-tracking software to assist in gauging the success of an online ad campaign or to optimize a Web site. 13 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 22

The Persuaders

WGBH Educational Foundation
DVD ROM ---- FRONTLINE takes an in-depth look at the multibillion-dollar "persuasion industries" of advertising and public relations. To cut through mass-media clutter and to overcome consumers' growing resistance to their pitches, marketers have developed new ways of integrating their messages deeper into the fabric of our lives. Correspondent Douglas Rushkoff explores how the culture of marketing has come to shape the way Americans understand the world and themselves and how the techniques of the persuasion industries have migrated to politics, shaping the way our leaders formulate policy, influence public opinion, make decisions, and stay in power. 90 minutes. Alexandria, VA, PBS Home Video, 2004.

MCE DVD ROM 50

Positioning: How Advertising Shapes Perception

Learning Seed
DVD ROM ---- Contemporary advertising seldom demonstrates why one brand is superior, or constructs logical arguments to sway buyers. Advertisers today position instead of persuade. Position refers to a place the product occupies in the consumer's mind. Nobody likes to be told how to think, but few notice when told how to see. Explore perceptual mapping, market segmentation, the use of emotion and magic, social approval, positioning against the competition, re-positioning, and using unique attributes. 21 minutes. Lake Zurich, IL, Learning Seed, 2004.

MCE DVD ROM 51

How Consumers Decide

Learning Seed
DVD ROM ---- Advertisers and marketers do not need to hypnotize consumers into buying or send subliminal messages. All they need is to understand some things about our decision making. This program explores how consumers make decisions. 21 minutes. Chicago, IL, Learning Seed, 2007.

MCE VIDEO 6

The Clios 2005; Part 1

Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. Part one of the program that revisits the 2005 winners of the gold, silver, and bronze Clio Awards. Entries include Nike's "Evolution," "Shoxploitation," and "Scary House"; Volkswagen's "Time"; Wanadoo's "The Chase"; adidas' "Improvisation"; Labatt-Bud Light's "Cuppa"; Toyota Prius's "Donkey"; Stella's "Pilot", Ford Ranger Opencab's "King Kong"; Bud Light's "Sky Diver"; and Miller Lite's "Victims." Part 1, 2 and 3 totals 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2005.

MCE VIDEO 7

The Clios 2005; Part 2

Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- advise instructor preview before viewing. Part two of the program that revisits the 2005 winners of the gold, silver, and bronze Clio Awards. Entries include Nike's "Evolution," "Shoxploitation," and "Scary House"; Volkswagen's "Time"; Wanadoo's "The Chase"; adidas' "Improvisation"; Labatt-Bud Light's "Cuppa"; Toyota Prius's "Donkey"; Stella's "Pilot", Ford Ranger Opencab's "King Kong"; Bud Light's "Sky Diver"; and Miller Lite's "Victims." Part 1, 2 and 3 totals 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2005.

MCE VIDEO 8

The Clios 2005; Part 3

Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. Part three of the program that revisits the 2005 winners of the gold, silver, and bronze Clio Awards. Entries include Nike's "Evolution," "Shoxploitation," and "Scary House"; Volkswagen's "Time"; Wanadoo's "The Chase"; adidas' "Improvisation"; Labatt-Bud Light's "Cuppa"; Toyota Prius's "Donkey"; Stella's "Pilot", Ford Ranger Opencab's "King Kong"; Bud Light's "Sky Diver"; and Miller Lite's "Victims." Part 1, 2 and 3 totals 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2005.

MCE VIDEO 13

Mass Communication: The Video News Release

Instructional Video
VIDEO ---- A new approach in television news is for companies or organizations to produce their own press releases on video and then provide these to the various television stations across America. The video news releases or VNRs look like typical television news stories but in reality promote a product, service or idea. See why and how corporations use VNRs to further their message. Experts in television news react to this new trend. Many examples of Video News Releases are included in this program. Secondary-Adult. 22 minutes. Golden, CO, Instructional Video, 1998.

MCE VIDEO 22

Business Ethics: Truth in Advertising
Films For The Humanities & Sciences
VIDEO ---- How companies develop ads and how consumers are targeted. Shows how advertising has to be competitive and how consumers can learn to separate fact from fiction. 28 minutes. Princeton, NJ, Films for the Humanities and Sciences, 1997.

MCE VIDEO 56

The Clios 2004 - Part 1
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. This program reviews 2004's winners of the gold, silver, and bronze Clio Awards. Entries include Nike's "Gamebreakers," NASCAR's "Rear-Ended," CBS Sports' "Drive Thru," Sony's "Gravity Bomb," Pepsi's "Wounded," Toyota's "Party Dress," Apple's "Hip-Hop," Hewlett-Packard's "Il Postino," Mastercard's "I Can't Believe It, Buddy?," Visa's "Monster Chase," Delta Airlines' "The Stumbler," Heinekein's "USA/Sue," Anheuser Busch's "Genius/Mr. Way Too Much Cologne Wearer," Miller Brewing Company's "Dominoes," PBS's "Puppets," The UN/Ad Council's "School," and the Amy Biehl foundation Trust's "Thomas" and "Thomas Returns." 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE VIDEO 58

The Clios 2004 - Part 3
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. This program reviews 2004's winners of the gold, silver, and bronze Clio Awards. Entries include Nike's "Gamebreakers," NASCAR's "Rear-Ended," CBS Sports' "Drive Thru," Sony's "Gravity Bomb," Pepsi's "Wounded," Toyota's "Party Dress," Apple's "Hip-Hop," Hewlett-Packard's "Il Postino," Mastercard's "I Can't Believe It, Buddy?," Visa's "Monster Chase," Delta Airlines' "The Stumbler," Heinekein's "USA/Sue," Anheuser Busch's "Genius/Mr. Way Too Much Cologne Wearer," Miller Brewing Company's "Dominoes," PBS's "Puppets," The UN/Ad Council's "School," and the Amy Biehl foundation Trust's "Thomas" and "Thomas Returns." 60 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE VIDEO 127

Advertising on a Shoestring
Jeff and Marc Slutsky
VIDEO ---- This video shares the secrets of getting more advertising with greater impact for less money. Don't be at the mercy of a commission earning, media sales rep. Be prepared with the tactics that those reps don't want you to know about. Gahanna, OH, Street Fighter Marketing, Inc., 2002.

MCE VIDEO 301

The Best of 2000: The Gold Winners
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. Shows the commercials from companies who received Clio Awards for creative excellence in the world of advertising. Awards are given to companies from the U.S. and abroad whose ads were most popular in 2000. 40 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2000.

MCE VIDEO 302

The Best of 2002: The Gold Winners
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content-- Advise instructor preview before viewing. Shows the commercials from companies who received Clio Awards for creative excellence in the world of advertising. Awards are given to companies from the U.S. and abroad whose ads were most popular in 2002. 44 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2002.

MCE VIDEO 404

Sexual Stereotypes in the Media
Cambridge Educational Production
VIDEO ---- This video is part of the series, Media Interrupted. More than ever before, Americans are being bombarded - and acculturated - by the media, and only discerning individuals will recognize the sexual biases that all too often are a part of each day's worth of information and entertainment. This program focuses on identifying and looking beyond categorical stereotypes of women, men, gays, and lesbians. 19 minutes. Monmouth Junction, NJ, Cambridge Educational, 2002.

MCE VIDEO 405

Why We Do What We Do
Cambridge Educational
VIDEO ---- This video is part of the series, Media Interrupted. Beginning with a concise history of the media, this program explores the effects of TV and other information and entertainment sources on personal attitudes and actions as well as on public opinion. The impact of how appearance, language, and behavior are portrayed is considered. Also included are tips on becoming a more critical viewer. 22 minutes. Monmouth Junction, NJ, Cambridge Educational, 2002.

MCE VIDEO 406

Why We Buy What We Buy
Cambridge Educational
VIDEO ---- This video is part of the series, Media Interrupted. In a consumer culture, the pressure to buy can be as subtle as it is relentless. This program introduces the craft of advertising, explaining the difference between needs and wants while analyzing the power of celebrity endorsements, the psychological advantage of product placement, and other aspects of the business of steering wallets to cash registers. 18 minutes. Monmouth Junction, NJ, Cambridge Educational, 2002.

Business Leadership

MCE DVD ROM 44

Corporate Social Responsibility: From Principles to Profit
Films for the Humanities & Sciences
DVD ROM ---- This program looks at how product and service providers develop and implement better business practices to satisfy shareholders, customers, employees, and the community. Companies such as Shell, DHL, Nike, and GlaxoSmithKline placed on the hot seat by Greenpeace, the World Wildlife Fund, Oxfam, and other watchdog groups explain how they dealt with environmental impact management, ethical supply chain management, equitable treatment of employees, proactive addressing of consumer disgruntlement, and accurate assessment of shareholder sentiment. 51 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

Business Management

MCE 11.0012 MERC1

Business Administration

Marketing Education Resource Center
BOOK ---- Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Manage This, Legal Considerations in E-Commerce, Issues in E-Commerce, Internet's Impact on Marketing, Risk Management, and Nature of Production. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE DVD ROM 4

Tom Peters: Radically Reengineering Business

Films for the Humanities & Sciences
DVD ROM ---- For Tom Peters, "change" is too tame of a word to describe his vision of what businesses should do to remain competitive in an age when uncertainty is the only certainty. In this dynamic seminar, the world-renowned consultant builds a strong case for implementing radically innovative management approaches in order to renew today's business environment. Case studies include four global businesses: ABB Asea Brown Boveri, which slashed staff to get closer to its customers; Oticon, which pioneered "spaghetti organization"; Imagination, which operates under the principle that nothing is impossible; and the Lane Group, which does business using open-book accounting. Peters also presents his "Tips to Building a Curious Corporation." 59 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE VIDEO 126

Mergers

RMI Media Productions
VIDEO ---- See why companies merge and how the process works. The inside story of US Robotics and 3COMM merger and why it happened so quickly. Case study material. Reasons for merging presented: Robotics is customer-based operation while 3COMM is technology based, operational costs savings, and chance to reach a greater revenue base. Details of the merger are covered including stock for stock exchange, waiting periods, etc. Benefits included a global foundation with an integrated product line and more available resources. 10:49 minutes. Olathe, KS, RMI Media Productions, 1999.

Career Exploration

MCE 11.0000 JIST1

Your Career and Life Plan Portfolio-Instructor's Guide, 2nd Edition

Editors at JIST
BOOK ---- Instructor's Guide. Practical guidance and teaching suggestions for instructors using the Your Career and Life Plan Portfolio workbook with adult students and clients, such as at a community college, at a vocational school, or in a job search or job counseling program. The instructor's guide saves class preparation time and helps the instructor lead students through the workbook and through portfolio development. The guide includes presentation suggestions, extra activities, discussion/quiz questions, and transparency masters. Indianapolis, IN, JIST Publishing, Inc, 2003.

MCE 11.0000 JIST1A

Your Career and Life Plan Portfolio

Editors at JIST
BOOK ---- (2nd Edition) The biggest improvement is new chapters with vital information on the different types of portfolios, evaluating and choosing content, organizing and building portfolios, and using portfolios to assess progress. Plus, there's new content on creating Web portfolios. Indianapolis, IN, JIST Publishing, Inc, 2003.

MCE 11.0000 W63

Job Smarts

Dixie Lee Wright
BOOK ---- Instructor's Manual. 12 Steps to Job Success for Students with Special Needs (2nd Edition). This manual is filled with enlightening exercises, case studies, homework assignments, and even advanced activities for students who can accept greater challenges. The materials have been classroom tested and are written at an easy reading level. The effective classroom scripts and descriptions can help you plan your class sessions in less time. Indianapolis, IN, JIST Works, 2004.

MCE CD ROM 3

ProTech Career Planner

MarkED/Career Paths
CD ROM ---- Support for Portfolios, Assessment, Training plans, Competency lists, DECA prep, Resource ID, Curriculum planning. For users of Windows 9X, 2K, Me, XP, NT. Columbus, OH, MarkED/Career Paths, 2003.

MCE VIDEO 73

Tracking Your Interests and Abilities - Careers: You're in the Driver's Seat

Meridian Education Corp.
VIDEO ---- Questions to think about when exploring paths in the workforce. Help to identify interests and skills. Career exploration. 17 minutes. Bloomington, IL, Meridian Education Corp., 1999.

MCE VIDEO 74

Mapping Your Career Plan - Career Exploration: You're in the Driver's Seat

Meridian Education Corporation
VIDEO ---- Information about jobs and careers, books, articles, occupational dictionaries, internet, and more. 17 minutes. Bloomington, IL, Meridian Education Corporation, 1999.

MCE VIDEO 75

Top Careers of the 21st Century

Educational Video Network, Inc.
VIDEO ---- Five promising fields for jobs in the new century: technology; multimedia publishing; marketing, advertising and public relations; health care; education. 18 minutes. Huntsville, TX, Educational Video Network, Inc., 2000.

MCE VIDEO 100

Careers: Marketing

CEV Multimedia

VIDEO ---- Professionals involved in management, retail marketing and non-profit marketing are featured. Different job opportunities as well as educational requirements, skills and talent needed for each position. Expected salaries and employment opportunity. The experts offer advice and suggestions that can help students pursue a specific position. 25 minutes. Lubbock, TX, CEV Multimedia, 2004.

Communication Skills

MCE DVD ROM 48

Non-verbal Communication in the Global Marketplace

DE Visuals

DVD ROM ---- This program focuses on 1)introducing the mechanics of nonverbally communicating through gestures, proxemics and other techniques; and 2) exposing viewers to the vast array of interpretations of similar techniques throughout the global marketplace. 24 minutes. Sunrise, FL, DE Visuals, 2004.

MCE VIDEO 98

The Six Essentials of Effective Listening

Business Advantage, Inc.

VIDEO ---- Do people "forget" to listen? This program presents six steps for developing listening skills. Learn to recognize types of listening and overcome distractions. 24 minutes. W. Des Moines, IA, Business Advantage, Inc., 1998.

Competitive Events

MCE DVD ROM 70

Meet The Judge

Custom Resources, LLC

DVD ROM ---- Students share how they prepared for competitive events. What it was like to meet the judge, and how they got to national-level competition. Features district, state, and national competitors, and judges of all types of student organizations. 30 minutes. Clinton, MO, Custom Resources, LLC, 2007.

MCE DVD ROM 71

Meet The Top 10: Volume 2A

Custom Resources, LLC

DVD ROM ---- Features a presentation from Top 10 Advertising Campaign. Interviews with Top 10 Winner in Accounting Applications and 1st Place Winner in Retail Merchandising Role Plays. Clinton, MO, Custom Resources, LLC, 2008.

MCE DVD ROM 72

Meet The Top 10: Volume 2B

Custom Resources, LLC

DVD ROM ---- Preparation strategies and role plays demonstrated from: 2nd place winner in food marketing; and, Top 10 winner in travel & tourism individual series events. Clinton, MO, Custom Resources, LLC, 2008.

Consumer Data

MCE DVD ROM 11

Buy-ology: The Science of Buying and Selling--Why We Buy

Films for the Humanities & Sciences

DVD ROM ---- This program places consumers under a microscope to quantify the psychological spectrum of buying, from everyday habits that typically steer Americans through their supermarkets and malls to a clinical disorder in which the high of making a purchase becomes the goal of shopping. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 12.1

Buying and Selling: How Trading Shapes Our World

Learning Seed

DVD ROM ---- This program helps build a deeper understanding of market economies and the effects of consumer choices. Learn: What it means to be a consumer; How "going shopping" puts you in a trading network; How trading for goods and services creates wealth; The unseen role of markets and trading in your life; How poverty relates to markets, money, and trade; Why consumers make a "profit" when they shop; Economic concepts such as zero sum game, externality, and creative destruction; Why trading is a win-win, but there is pain in the gain; Why "natural resources" come more from the mind than the ground; How trading is used to reduce carbon emissions. 24 minutes. Chicago, IL, Learning Seed, 2008.

MCE VIDEO 3

That's Marketing: Understanding Consumer Behavior

Learning Seed

VIDEO ---- Overview of marketing, explaining segmentation, market research, branding, packaging, variable pricing and positioning. 23 minutes. Lake Zurich, IL, Learning Seed, 1999.

Customer Service

MCE DVD ROM 8

Managing Difficult Situations

Films for the Humanities & Sciences

DVD ROM ---- The customer is not always right, but the customer's needs remain the number one priority. This program moves beyond the fundamentals of good customer service to the problems of dealing with more complex and difficult situations: How do you satisfy customers who want something you cannot give them? How do you work out a deal with a customer when you cannot agree on the terms? What are the most effective ways of dealing with angry customers? 20 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 39

Jane Handly: Would You Do Business With You?

Jane Handly

DVD ROM ---- Jane Handly is a speaker, trainer & consultant in the area of customer service & retention. She teaches practical ideas on exceeding expectations, handling difficult situations, increasing internal team work, boosting sales and much more. As dynamic as she is down to earth, her unique style captivates and motivates people to go the extra mile to wow their customers. Part one - 40 minutes, Part two - 38 minutes. Waterford, MI, Seminars on DVD, 2005.

Economics

MCE 10.0102 T687

Activities for Economics Education

F. Barton Truscott

BOOK ---- Hands-on activities include: critical-thinking skills; cost and benefit analysis; supply and demand; key economic institutions; fiscal and monetary policy and more. Grades 6 to 12. Portland, ME, J. Weston Walch Publisher, 2000.

MCE CD ROM 8

Virtual Economics

National Council on Economic Education

CD ROM ---- This interactive tool helps you understand the most important concepts in economics and personal finance and find the right lessons to teach them at your grade level. Search a database of over 1,200 lessons by grade level, concept, Voluntary National Content Standard in Economics or your state economics standards. Then view and print the lessons you want. Our glossary also puts over 500 economics terms and definitions at your fingertips. Minimum system requirements: Windows: Win 98, Win2k, or WinXP; Pentium III; 256MB RAM; sound card. Mac OS: Classic 9.2 or higher, OS X-10.2.2 or higher; G3 processor; 256MB RAM. New York, NY, National Council on Economic Education, 2005.

MCE VIDEO 311

Business Basics Supply & Demand Teachers Video Company

VIDEO ---- Supply and demand drives the free market economy. Enrich any economics or social studies class with this "demanding" video! 19 minutes. Scottsdale, AZ, Teachers Video Company, 2001.

Entrepreneurship

MCE 11.0112 ENTP 24

How to Start & Operate a Small Business: A Guide for the Young Entrepreneur

Steve Mariotti, et al.

BOOK ---- This 2 module guide is for students seeking to learn how to start and operate a small business. Great for entrepreneur education! See accompanying workbook MCE 11.0112 ENTP24a (Must be checked out separately.) NFTE, 2001.

MCE 11.0112 ENTP 24A

How to Start & Operate a Small Business Workbook: A Guide for the Young Entrepreneur

Steve Mariotti, et al.

BOOK ---- This is the student workbook for this 2 module student entrepreneur study tool. NFTE, 2001.

MCE 11.0112 I536

Entrepreneurship in the Classroom: Connection to the Workplace

Lina S. Ingraham, MA, CFCS

BOOK ---- This curriculum provides the background information and resources to establish school-based businesses that teach entrepreneurial skills. Jacksonville Beach, FL, Linx Educational Publishing, Inc., 2002.

MCE 11.0112 M163

Entrepreneurship: How to Start & Operate A Small Business, 10th Edition

Steve Mariotti with Tony Towle

BOOK ---- 10th Edition Features: Student textbook is included in the Teacher's Edition for easy reference; Chapter-by-chapter teaching lesson plans and suggestions are organized in a consistent "before-during-after" framework; Complete answers to all textbook and workbook activities; Answers and coaching tips for the new Skills Mean Success features (relating to standards); and much more. New York, NY, The National Foundation for Teaching Entrepreneurship, Inc., 2006.

MCE 11.0112 M163.1

Entrepreneurship: How to Start & Operate A Small Business, 10th Edition Workbook

Steve Mariotti with Tony Towle

BOOK ---- This softbound workbook includes three increasingly difficult business plan templates (Basic, Intermediate, Advanced) as well as exercises, chapter quizzes and vocabulary activities not contained in the textbook. New York, NY, The National foundation for Teaching Entrepreneurship, 2006.

MCE 11.0112 M164

Entrepreneurship Activities: Activities for Infusing Entrepreneurial Concepts Within a Core Marketing Curriculum (Foundations)

Marketing Education Resource Center

BOOK ---- This resource provides ideas for 50+ activities that can be unfused into performance indicators in the Marketing Education Foundations (i.e., economics, business administration, communication, professional development, and interpersonal skills). Recommended for high school. Columbus, OH, Marketing Education Resource Center, 2005.

MCE 11.0112 S348

401 Questions Every Entrepreneur Should Ask

James L. Silverster

BOOK ---- The author reviews 25 functional areas of operation of the typical entrepreneurial enterprise. Includes hundreds of questions any entrepreneur should ask. High School, Post Secondary and Adult. Franklin Lakes, NJ, Career Press, 2007.

MCE CD ROM 6

GoVenture Entrepreneurship Simulation

Dell Rogers, Mathew Georghiou, Margaret Williams

CD ROM ---- THIS CAN BE LOANED OUT SO A TEACHER CAN REVIEW IT AND DETERMINE IF THEY WISH TO PURCHASE IT. Software simulation offers "hands-on" experiences with the challenges and rewards of doing business as owner. Introduces students to many different variables, ranging from negotiating a loan to buying advertising. PC, Power Macintosh or iMac. Use it to introduce the concept of ownership and to set the stage for skill development in each area. Includes book. Sydney, Nova Scotia, Canada, Media Spark, 2003.

MCE DVD ROM 35

Pirates of Silicon Valley

TNT Originals, Inc.

DVD ROM ---- Biographical look at the men who founded Apple and Microsoft and a look at the early days of the companies. Noah Wyle and Joey Slotnick portray Apple founders Steve Job and Steve Wozniak. Anthony Michael Hall and John DiMaggio play Microsoft's Bill Gates and Steve Ballmer. The film attempts to compare the two firm's operations and differences in the founder's operations. 97 minutes. Burbank, CA, Warner Brothers Entertainment, Inc., 1999.

MCE DVD ROM 47
Spotlight on Careers in Entrepreneurship

Films for the Humanities & Sciences
DVD ROM ---- Section one of this program profiles Kinko's founder, Paul Orfalea, who talks about overcoming dyslexia while growing up and his business philosophy, which is based on his freethinking, creative style. In section two, Pleasant Rowland describes her motivation in creating the American Girls dolls and how her special approach to marketing and distribution has helped make them so popular. 20 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2007.

MCE KIT 2
The E in Me --The Entrepreneur in You

Marilyn Kourilsky
KIT ---- This kit contains the first three modules of The E in Me - The Entrepreneur in You. The titles and topics of these modules are: Module 1: Could You Do Something Like That? - An Overview of Entrepreneurship
Module 2: Eyes, Ears, and Opportunities - Identifying Opportunities and Module 3: Is This the One? - Evaluating Opportunities. Teach your class about entrepreneurship. This kit includes 1 teacher's guide with annotated pages of the student guide; 1 implementation guide (included in the Teacher's Guide); 3 videotape programs; implementation videotape program; interactive videodisc; videotape version of videodisc material; information and instructions for The E in Me web site (included in Teacher's Guide) Kansas City, MO, Kauffman Center for Entrepreneurial Leadership, 1998.

MCE VIDEO 15
Your Own Business: Funding Your Dreams

KCET Video
VIDEO ---- Realities of owning a business include: long hours, stress, employee challenges, competition, financial issues, in addition to fulfillments and rewards. 30 minutes. Los Angeles, CA, KCET Video, 1998.

MCE VIDEO 16
How To Become a Teenage Entrepreneur

Entrepreneurial America Inc.
VIDEO ---- More than fifty small business ideas suitable for teens. How to get started and develop a business. 27 minutes. Farmington, MI, Entrepreneurial America Inc., 1998.

MCE VIDEO 18
Building A Successful Business Plan For Your Company

Ideas and Training
VIDEO ---- A well written and presented business plan is the key to strong banking and investment relationships. This video takes you step-by-step through the process. It reminds you of all the things you know and may take for granted and some items you may never have thought of. 36 minutes. Tacoma, WA, Ideas and Training, 1991.

MCE VIDEO 23
Career: The Entrepreneur

CEV Multimedia
VIDEO ---- This program features nine entrepreneurs who made their dreams come true. As they discuss their businesses (bed & breakfast, floral, restaurant franchise and others), viewers determine common elements of success: planning and research, knowledge of the market and of product or service and assessment of personal skills. Sole proprietorships, partnerships, corporation and franchises are discussed. The information, recommendations and personal experiences will benefit anyone thinking about starting a business. A supplement is included. 32 minutes. Lubbock, TX, CEV Multimedia, 2000.

MCE VIDEO 24
Spring Creek Entrepreneurs

Mariposa Productions
VIDEO ---- This is the story of how high school students and a motivated teacher in the Missouri Ozarks started a small business to teach the principles of entrepreneurship. Mariposa Productions.

MCE VIDEO 30
Starting and Running Your Own Business!

National Foundation for Teaching Entrepreneurship
VIDEO ---- This video, sponsored by Inc. Magazine, illustrates the real-life experiences of today's young entrepreneurs who put their ideas into action - from writing a business plan to selling a product or service. The video contains six segments including how the young entrepreneurs: got the idea for their business; did research to identify customer needs; negotiated with suppliers, priced their product or service, and obtained the money they needed to get started; promoted and advertised their business; made effective sales calls and followed-up; and, experienced the many ups and downs of owning a business. 54 minutes. New York, NY, National Foundation for Teaching Entrepreneurship, 1998.

MCE VIDEO 32
Entrepreneurs: Great Minds of Business

WGBH Educational Foundation
VIDEO ---- Fred Smith started with an idea of creating a world wide overnight package delivery system. He turned it into an \$11 billion industry giant - Federal Express. 38 minutes. New York, NY, Unapix, 1997.

MCE VIDEO 51
The Entrepreneurs -- Part 1: The Entrepreneurs -- An American Adventure

MPI Home Video
VIDEO ---- Risk takers and innovators who transformed American business. Features men and women who invented and marketed their own products. Includes Thomas Edison, King Gillette, Charles Darrow, Robert Pittman, Margaret Rudkin, John Johnson, Wilson Greatbalch, and Wally Amos. 50 minutes. Orland Park, IL, MPI Home Video, 1991.

Exploring Marketing Principles and Technology

MCE 13.1310 L12

Michael Jordan and the New Global Capitalism

Walter Lafeber

BOOK ---- This book looks at the ways that triumphant capitalism, coupled with high-tech telecommunications, is conquering the nations, of the world, one mind - one pair of feet - at a time. New York, NY, WW Norton & Company Inc, 2002.

MCE DVD ROM 5

The Video Game: Past, Present, and Future

Films for the Humanities & Sciences

DVD ROM ---- From Pong and Donkey Kong to Final Fantasy and Tomb Raider, this program traces the remarkable history of video games by studying the companies, technologies, and economics that are fueling the industry in Japan, the U.S., and France. It also seeks to understand the driving force behind the video game's phenomenal cultural penetration while offering insights into the rigorous development and aggressive multichannel marketing of games and game consoles. The inevitable convergence of the video game and film industries and the impact of the Internet as a global gaming environment are also considered. 57 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 13

Internet Marketing and Advertising Strategies: The Industry Leaders and Online Strategy

Films for the Humanities & Sciences

DVD ROM ---- Just as in the bricks-and-mortar world, a marketing plan is a must in cyberspace. In this program, leaders in the field of online marketing cut through the confusion to lay out the principles of driving traffic, branding, and targeting on the Internet. Executives from companies including 24/7 Media, Renegade Marketing Group, Beyond Interactive, and Media Metrix offer keen insights into a wide range of topics, such as the value of online linking, how to effectively integrate offline and online brands, and the use of focus groups and site registration to gather demographic information on niche communities. 13 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 14

Internet Marketing and Advertising Strategies: Pull Marketing Techniques

Films for the Humanities & Sciences

DVD ROM ---- Because the Internet is a dynamic environment, pull marketing is an ideal tool for directing traffic to particular Web sites. This program presents the benefits of opt-in e-mail; niche communities built around Web portals, newsletters, and ad networks; and Webcasts--powerful attention-grabbing techniques that can be incorporated into virtually any online pull marketing strategy. In addition, P.R. disasters that can stem from trampling a Netizen's right to privacy by spamming and covertly collecting demographic, user path, and purchase information are addressed. 18 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 19

How to Design a Business Website

Films for the Humanities & Sciences

DVD ROM ---- For anyone wishing to promote a business on the Internet, this program provides a step-by-step approach on how to do it, using a real case study: the Volcano Coffee Shop. Topics discussed include browsing, using a selection of software, elements of a Web page, and how to research the competition. Internet service providers and what they offer are discussed. 25 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 61

Pillars of Marketing

CEV Multimedia

DVD ROM ---- Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes. Lubbock, TX, CEV Multimedia, 2004.

MCE VIDEO 101

Dot Con

WGBH Educational Foundation

VIDEO ---- When the Internet bubble burst in March 2000, unlucky investors watched more than \$3 trillion of their money disappear. What spurred the incredible dot-com bull run on Wall Street? Was the public blinded by dreams of small fortunes and easy living or did the nation's investment banks manipulate the IPO market and exploit public trust? 60 minutes. Alexandria, VA, PBS VIDEO, 2002.

MCE VIDEO 103

The Monster that Ate Hollywood

WGBH Educational Foundation

VIDEO ---- On the eve of a popular weekend for new movie releases, FRONTLINE explores a changing Hollywood, revealing how once-independent studio bosses must now answer to the mega-corporations that now dominate the industry. 60 minutes. Alexandria, VA, PBS VIDEO, 2004.

MCE VIDEO 120

Beef, Inc.: Fat Profits and Lean Standards

Films for the Humanities & Sciences

VIDEO ---- As traditional cattle-raising by independent producers is displaced by the intense livestock production of agribusiness giants, consumers are paying the price. This in-depth program examines the practices of North American meat multinationals, which raise livestock on huge feedlots. Genetic engineering, growth hormones, antibiotics, the monopolization of world markets, and other issues are addressed, along with concerns that these beefed-up cattle pose risks both to consumer health and to the world's economy--and do not taste very good, either. 51 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2000.

MCE VIDEO 228

Bill Gates - The Sultan of Software: Biography

A&E Television Network

VIDEO ---- Founder of Microsoft. 50 minutes. New York, NY, A&E Television Network, 1998.

MCE VIDEO 230

Bloomington: Biography

A&E Television Network

VIDEO ---- Family entrepreneurs build large department store business - fashion glitz and glamour. Their famous big brown shopping bag. 50 minutes. New York, NY, A&E Television Network, 1999.

MCE VIDEO 232

Radio: Out of Thin Air - History

A&E Television Network

VIDEO ---- Radio made the world smaller. It was relied on for world news, entertainment and more. 50 minutes. New York, NY, A&E Television Network, 1997.

MCE VIDEO 233

Modern Marvels - Baseball Parks: History

A&E Television Network

VIDEO ---- An American icon - baseball parks. Making good times memorable and the bad times bearable. Baseball - a national pastime. Lights, sounds, replay and other technological advances. 50 minutes. New York, NY, A&E Television Network, 1999.

MCE VIDEO 240

Colonel Sanders - America's Chicken King; Biography

A&E Television Network

VIDEO ---- Growth of a fast food chain using fried chicken as the main item. Colonel Sanders started this business at age sixty-five. 50 minutes. New York, NY, A&E Television Network, 1998.

MCE VIDEO 246

R.H. Macy: Merchant Prince - Biography

A&E Television Network

VIDEO ---- How he turned a one room shop into a retail mecca. 50 minutes. New York, NY, A&E Television Network, 1997.

MCE VIDEO 247

Estee Lauder: Sweet Smell of Success - Biography

A&E Television Network

VIDEO ---- Building the Lauder cosmetic business. 50 minutes. New York, NY, A&E Television Network, 1999.

MCE VIDEO 251

H.J. Heinz: The Ketchup King - Biography

A&E Television Network

VIDEO ---- Built his 57 varieties condiment business on pickles and ketchup. 50 minutes. New York, NY, A&E Television Network, 1999.

MCE VIDEO 253

Ray Kroc: Fast Food McMillionaire - Biography

A&E Television Network

VIDEO ---- NOTE: Contains incidents of profane language, may elect to preview before showing to class. McDonald's - one of the most recognized businesses in the world. Introduced fast food. 50 minutes. New York, NY, A&E Television Network, 1998.

MCE VIDEO 258

Commerce On-Line

RMI Media Products

VIDEO ---- Shows some of the best uses of the internet by businesses. 14 minutes. Olathe, KS, RMI Media Products, 1999.

MCE VIDEO 259

Amazon.Com and The World of E-Commerce

Films for the Humanities

VIDEO ---- In part one of this program filmed prior to the founding of the Internet economy, NewsHour correspondent Paul Solman examines the methodology of Amazon.com's founder Jeffrey Bezos and Drugstore.com's CEO Peter Neupert, who faced stiffening retail and online competition by innovatively adapting their business plans. 29 minutes. Princeton, NJ, Films for the Humanities, 2000.

MCE VIDEO 297

Staying Competitive

RMI Production Inc.

VIDEO ---- In today's competitive market, many similar products are available, so companies need to be innovative. 10 minutes. Olathe, KS, RMI Media Production Inc., 1999.

MCE VIDEO 310

The Marketing Environment: Technology, Culture, Ethics, Government, Society, and Economics

Insight Media

VIDEO ---- This video explores the marketing environment, which, through its own continuous evolution, shapes and reshapes not only the marketing strategies of established companies, but also creates opportunities for new businesses. Viewers see how social and cultural trends impact a firm's marketing activities. Examples of how ethics can be integrated into the marketing planning process are also presented. 60 minutes. New York, NY, Insight Media, 1999.

Fashion Retail, Merchandizing and Marketing

MCE VIDEO 54

Fashion Retailing

Diamond Educational Productions

VIDEO ---- This program features companies such as Marshall Field's, Chico's, Alan Flusser, Custom Shop, Steinmart, Target and others to show how they focus their efforts to make certain they are achieving their share of the fashion retail consumer market through stores, catalogs and online. High School, Post Secondary, Adult audiences. 25 minutes. Walnut, CA, Diamond Educational Productions, 2005.

General Marketing Education

MCE 08.0799 F16

Marketing Essentials

Lois Schneider Farese, Grady Kimbrell, Carl A Woloszyk

BOOK ---- Here's a text that not only informs your students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative, real-life case studies. Columbus, OH, Glencoe, 2002.

MCE 13.1310 C578
Cooperative Education: An Information Sourcebook

Ben Clay

BOOK ---- Provides information about cooperative education programs and how they are implemented. Topeka, KS, Kansas Competency Based Curriculum Center., 2000.

MCE CD ROM 4

ProTech CompuTest Questions: Apparel & Accessories, disk 1

MarkED/Career Paths

CD ROM ---- Generate competency or LAP driven multiple choice tests in minutes! Print tests, keys, and descriptive answer keys, or save your tests to a classroom computer for students to take online. Purchase question CDs available through MarkED, or create your own using the integrated Question Base Editor. CompuTest is the answer to your testing needs! Columbus, OH, Marketing Education Resource Center, 2001.

MCE CD ROM 5

ProTech CompuTest Questions: Apparel & Accessories, disk 2

MarkED/Career Paths

CD ROM ---- Generate competency or LAP driven multiple choice tests in minutes! Print tests, keys, and descriptive answer keys, or save your tests to a classroom computer for students to take online. Purchase question CDs available through MarkED, or create your own using the integrated Question Base Editor. CompuTest is the answer to your testing needs! Columbus, OH, Marketing Education Resource Center, 2001.

MCE DVD ROM 60

Introduction to Marketing

DE Visuals

DVD ROM ---- Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning. Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes. Sunrise, FL, DE Visuals, 2008.

Job Search

MCE VIDEO 79

Resumes and Cover Letters

Cerebellum Corp.

VIDEO ---- What to include on your resume and what not to include. Information of what you need to know about a cover letter and what it should include. 43 minutes. Falls Church, VA, Cerebellum Corp., 1998.

MCE VIDEO 81

Who Would You Hire?

C.W. Publications

VIDEO ---- The "dos" and "don'ts" of interviewing are demonstrated through six less-than-perfect interviewees. Viewers evaluate and decide who Ms. Baker should hire as a sales representative at her travel agency. This program is full of great examples for those just beginning or making a re-entry into the world of work. 25 minutes. Sterling, IL, C.W. Publications, 2003.

Leadership

MCE DVD ROM 23

Harvey Mackay LIVE: Outsell, Outmanage, Outmotivate & Outnegotiate Your Competition

Better Life Media, Inc.

DVD ROM ---- Harvey Mackay, one of America's most popular speakers, will show you how to turn no into yes, knowledge into power, ideas into action and data into info the CIA would envy! DVD & Audio CD. Plymouth, MN, Better Live Media, 2004.

MCE DVD ROM 24

Dr. Lois Frankel LIVE: What Powerful Women Know

Better Life Media, Inc.

DVD ROM ---- The messages little girls get are to be sweet, quiet and good listeners. The messages little boys get are to be competitive and not cry. However, to get that corner office, women must get over the nice-girl syndrome and learn the rules of the workplace game. In this live presentation, Dr. Lois Frankel, an expert on workplace behavior, will teach you how to play the game, stay within the boundaries and get that corner office. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2005.

MCE DVD ROM 27

Jim Rohn LIVE: Living an Exceptional Life

Better Life Media, Inc.

DVD ROM ---- Take an inspiring journey destined to expand your self-confidence, enrich your attitude and rekindle your motivation with Jim Rohn, hailed as one of the most influential thinkers of our time. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 31

Les Brown LIVE: Step Into Your Greatness

Better Life Media, Inc.

DVD ROM ---- High-octane speaker Les Brown advises to stop playing it safe and start creating what's truly possible in life by stretching yourself, taking risks and surrounding yourself with positive, nourishing people. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 32

Stephen R. Covey LIVE: The 8th Habit

Better Life Media

DVD ROM ---- In The 8th Habit, the follow-up to his #1 bestselling The 7 Habits of Highly Effective People, Stephen Covey will inspire you to discover your voice and your passion, and ultimately, feel more engaged with the world around you. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 33

Tom Peters LIVE: Re-imagine!

Better Life Media, Inc.

DVD ROM ---- NOTE: Contains incidents of profane language, may elect to preview before showing to class. Tom Peters, one of the world's most influential management gurus, offers passionate, new ideas on preparing for today's business challenges in a totally outrageous, in-your-face presentation. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 38

Les Brown: Live Full & Die Empty

Les Brown

DVD ROM ---- This program shares the importance of living our dreams now, and not waiting for "some day". From powerful principles to captivating stories, Les' energy will inspire you to leap towards your next level. In this program you'll learn: To bring your energy to where it needs to be; overcome self-imposed limitations & obstacles; boost your belief in your goals & dreams; take your communication style to the next level; help yourself by helping others to live better lives. Part one - 45 minutes, Part two - 34 minutes. Waterford, MI, Seminars on DVD, 2006.

MCE DVD ROM 42

Brian Tracy: Doubling Your Productivity

Brian Tracy

DVD ROM ---- In this program you'll learn how to: Manage & organize your most important priorities; Discover the most valuable use of your time; Eliminate the time wasters that set most people back; Learn how to say no to the unimportant things; Develop a game plan for your life that works. Part one - 58 minutes, Part two - 40 minutes. Waterford, MI, Seminars on DVD, 2006.

MCE DVD ROM 44

Corporate Social Responsibility: From Principles to Profit

Films for the Humanities & Sciences

DVD ROM ---- This program looks at how product and service providers develop and implement better business practices to satisfy shareholders, customers, employees, and the community. Companies such as Shell, DHL, Nike, and GlaxoSmithKline; placed on the hot seat by Greenpeace, the World Wildlife Fund, Oxfam, and other watchdog groups; explain how they dealt with environmental impact management, ethical supply chain management, equitable treatment of employees, proactive addressing of consumer disgruntlement, and accurate assessment of shareholder sentiment. 51 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 46

Intro To Leadership: Key Skills to Being a Leader

Linx Educational

DVD ROM ---- This program explores different kinds of leaders and the qualities that make them great. Provides viewers with practical tips for everyday leadership. 20 minutes. Jacksonville Beach, FL, Linx Educational, 2007.

MCE DVD ROM 46.1

Leadership In The Movies

Motivational Media Assemblies

DVD ROM ---- Program contains 53 movie clips, featuring stars like Denzel Washington, Jennifer Aniston, and Johnny Depp, designed to stimulate students to see visual examples of fifteen aspects of leadership. Burbank, CA, Motivational Media Assemblies, 2006.

MCE VIDEO 133

Colin Powell

Educational Video Network Inc

VIDEO ---- Learn about the life and acclaimed career of the Presidential Medal of Honor leader. He was the first African-American chairman of the Joint Chiefs of Staff. He was a National Security Advisor and is now the Secretary of State under George W Bush. Powell was born in Harlem and graduated from City University in New York. He served in Germany, Korea, and Vietnam. He is one of only 20 four-star generals commanding all Army personnel serving in the US. Discusses his role as Secretary of State and his role in post September 11, 2001. 12 minutes. Huntsville, TX, Educational Video Network Inc, 2002.

Marketing Curriculum

MCE 11.0012 MERC1

Business Administration

Marketing Education Resource Center

BOOK ---- Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Manage This, Legal Considerations in E-Commerce, Issues in E-Commerce, Internet's Impact on Marketing, Risk Management, and Nature of Production. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE 11.0111 MERC 1

Human Relations

Marketing Education Resource Center

BOOK ---- Leadership, Attitude and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains Initiative, Positive Attitude, Adjusting to Change, Goal Setting, Orderly and Systematic Behavior, Handling Feedback, Self-Understanding, Human Relations, Work Ethics, Customer-Service Mindset, Interest and Enthusiasm, Honesty and Integrity, Self-Control and Empathy. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE 11.0112 MERC 1

Personal/Professional Development

Marketing Education Resource Center

BOOK ---- Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Time Management, Creativity, E-Commerce Career Options and Own Your Own. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE 11.0113 MERC2

Product/Service Management

Marketing Education Resource Center

BOOK ---- Leadership, Attitude and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Building Your Business's Brand, www Site Maintenance, Grades and Standards, It's a Brand, Brand, Brand World, and Customer Service Supersized. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE 13.0000 MERC1

Miscellaneous Marketing

Marketing Education Resource Center

BOOK ---- Leadership, Attitude, and Performance Module. This instruction module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Reading Charts and Graphs, Calculating Break-Even, Psychological Pricing, Credit and Its Importance, Legal Considerations in Granting Credit and Marketing Careers. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE 13.1310 MERC 1

Promotion

Marketing Education Resource Center
BOOK ---- Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains www site Promotion, Planning Your Web Site, Email as a Marketing Tool, Selecting Advertising Media, Ad-quipping Your Business, Promotion, and Promotional Mix. Columbus, Ohio, Marketing Education Resource Center, 2003.

MCE CD ROM 1

MarkED National Marketing Education Standards: Version 1.0

MarkEd

CD ROM ---- Contains applications for advertising, customer service, e-commerce, entrepreneurship, fashion merchandizing, financial services, food marketing, hospitality marketing, importing/exporting, international marketing, marketing research, product management, professional sales, public relations, real estate, restaurant management, retail management, sales management, service marketing, sports marketing, and travel/tourism marketing. The student will analyze the impact of technology in marketing. MarkEd, 2000.

MCE CD ROM 2

Marketing: The Standard Deviants Core Curriculum - Teacher's Guide

Films for the Humanities & Sciences
CD ROM ---- Teacher's guide on the subject of marketing to accompany "Marketing: The Standard Deviants - Core Curriculum - Teacher's Guide" Book. NJ, Films for the Humanities & Sciences, 2000.

MCE VIDEO 307

What Is Marketing? Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- Explains basic marketing terminology. Provides strategies for prompting customers to purchase merchandise. Defines marketing concepts that involve product promotion. 15 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

MCE VIDEO 308

Marketing Research and Information: Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- Provides information on how to gather consumer data. Approaches to gathering information such as surveys, interviews, and experiments. 9 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2001.

MCE VIDEO 309

Marketing Planning: Marketing The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- True or false? "A good product will sell itself." In this program, a swashbuckling swordsman and other experts answer that question with a thorough summary of the marketing process--covering mission statements, business and marketing objectives, and market share--and the marketing plan, which addresses situational analysis and goals. The tools involved in creating a marketing plan are described as well, including the BCG matrix; strategic business units, with their stars, cash cows, question marks, and dogs; SWOT analysis; and trend analysis. 27 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

Products and Merchandizing

MCE DVD ROM 3

Branding: Relationship Marketing

Films for the Humanities & Sciences
DVD ROM ---- Customer acquisition is more expensive than customer retention. This is a significant motivator behind the rise of relationship marketing. In this program, we see a movement away from mass marketing toward marketing that treats customers as individuals. Case studies show American Express leveraging its database to offer bills tailored to specific members, and Singapore Airlines moving beyond simple loyalty rewards to building long-term relationships with its customers. 14 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 17

In Brands We Trust

Films for the Humanities & Sciences
DVD ROM ---- In This program, Saatchi & Saatchi Worldwide's Kevin Roberts, Chanel's Jacques Helleu, anti-corporate crusader Naomi Klein, and others address the concept of branding, its history, its impact on youth, key visionaries, and the convergence of brands and culture. The growing backlash against branding is also discussed. Coke, Nike, Chanel, Apple, and Benetton are spotlighted, and many other brands are touched on. 53 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 18

Branded: Personal Identity Through Consumer Products

Films for the Humanities & Sciences
DVD ROM ---- This program updates the philosophy of branding, a practice that has evolved to define personal identity through a product line, a lifestyle, or simply a concept. Cultural anthropologist Ted Polhemus explains the theory of branding and its evolution in the global marketplace. Nicolas Hayek, CEO of Swatch, uses his company's success story to discuss the emotional nature of buying--and buying into--a brand. The indy skateboard entrepreneurs of Girl & Chocolate describe their brand as representative of a lifestyle. And the advertising duo who created "do," a brand with a lot of attitude but no products, look at brands as a form of personal statement that replaces worn-out cultural identity tags such as political affiliation. 42 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 20

Marketing's 4 Ps: The Consumer Angle

Learning Seed

DVD ROM ---- Program presents the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit. 25 minutes. Chicago, IL, Learning Seed, 2009.

MCE DVD ROM 21

Supply and Demand: Christmas, A Case Study

Films for the Humanities & Sciences
DVD ROM ---- In the industrialized world, Christmas means megabucks to the businesses that can create a fad or spot a trend. Filmed from a U.K. perspective, this program illustrates the annual scramble of key holiday-related industries--toys, video games, music CDs, luxury items, Christmas trees, and holiday foods--to catch the seasonal wave and ride it to high profits. But which products within each category will capture shoppers' attention? The dynamics of--and glitches in--the global supply and demand cycle are thoroughly covered, factoring in the effects of brands, product licensing, advertising, research and development, and offshore manufacturing. 50 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 36

Cereal: History in a Bowl

A&E Television Networks
DVD ROM ---- Cereal is a \$9-billion industry with an indisputable place in pop-culture history. Full of surprise, nostalgia, and fascinating facts, this program celebrates the colorful--and crunchy--saga of a distinctly American meal. 50 minutes. New York, NY, A&E Television Networks, 2005.

MCE DVD ROM 37

Is Wal-Mart Good for America?

Hedrick Smith, Rick Young
DVD ROM ---- FRONTLINE offers two starkly contrasting images: one of empty storefronts in Circleville, Ohio; the other, a sea of high rises in the South China boomtown of Shenzhen. The connection between American job losses and soaring Chinese exports? Wal-Mart. For Wal-Mart, China has become the cheapest, most reliable production platform in the world, the source of up to \$25 billion in annual imports that help the company deliver everyday low prices. 60 minutes. Arlington, VA, PBS, 2004.

MCE DVD ROM 45

The Online Music Revolution

Films for the Humanities & Sciences
DVD ROM ---- This program examines the explosion of legal music downloading and viral marketing, which have enabled enterprising bands and singers to distribute their own work rather than signing with major labels. Focusing on the success of Nizlopi, Arctic Monkeys, Internet marketing pioneer Simply Red, and other artists, the program also features commentary from John Kennedy, chairman of the International Federation of the Phonographic Industry, who outlines the potential benefits that big corporations may one day reap from consumer downloading. 30 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2006.

MCE VIDEO 102

The Merchants of Cool

WGBH Educational Foundation
VIDEO ---- NOTE: Mature content-- Advise instructor preview before classroom viewing. Teenagers today have more money and independence than ever before. Their lives have become the object of obsessive focus by corporate America. FRONTLINE explores the culture in which today's American teenager is growing up and how they've come to view themselves and their parents. 60 minutes. Alexandria, VA, PBS VIDEO, 2003.

MCE VIDEO 124

World Famous Pike Place Fish

ACT, Inc./RMI Media
VIDEO ---- NOTE: This is not the FISH! movie distributed by Charthouse Learning. Located in Seattle's sprawling Farmer's Market, World Famous Pike Place Fish is known for a number of things; their variety of fresh seafood, from 15 pound salmon to 2 ounce scallops, their great prices, and their friendly service. Most of all, they're known for their flying fish. See how this small fish vendor became internationally famous. Olatha, KS, ACT, Inc./RMI Media, 2003.

MCE VIDEO 125

New Product Development

RMI Media Productions
VIDEO ---- New product process strategy, idea, screening and evaluation, business analysis, development, market testing and commercialization. 12 minutes. Olathe, KS, RMI Media Productions, 2000.

MCE VIDEO 298

Packaging: The Science of Temptation

Learning Seed
VIDEO ---- Many different things contribute to packaging; words, shape, color, size and more. Every package is a Trojan horse hiding an army of motivators, persuaders and decision makers. Packages are so commonplace we fail to realize their immense impact. 20 minutes. Lake Zurich, IL, Learning Seed, 2001.

MCE VIDEO 299

Brand Marketing

Learning Seed
VIDEO ---- Explains how brand names play an important role in marketing and consumer consumption. How even human beings establish themselves as a brand name. What brand names have to do with security and risk reduction. 19 minutes. Lake Zurich, IL, Learning Seed, 2000.

MCE VIDEO 300

Branded: Personal Identity Through Consumer Products

Films for the Humanities & Sciences
VIDEO ---- Takes a look at the philosophy of branding. Explains the theory of branding and its evolution in the global marketplace. How branding has come to define identity, lifestyle and also as a concept. 42 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2000.

MCE VIDEO 303

Segmenting, Targeting, and Positioning- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- Discusses ways to segment the market in order to utilize the best marketing strategies. Topics include market characteristics such as demographics, usage level, benefits sought, the 80/20 Principle, and other targeting strategies. 13 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

MCE VIDEO 304

The Four P's, Part I: Product and Pricing- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- Focuses on product and price. Discusses classification of consumer products. Examines pricing strategies like skim, penetration, cost-based, and others. 16 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

MCE VIDEO 305

The Four P's, Part 2: Place and Promotion- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences
VIDEO ---- Concentrates on distribution and promotion of products and services. Describes the objectives of promotion. Explains how promotion can provide information, increase demand, stabilize sales and more. 15 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

MCE VIDEO 306

Branded: The Power of Brand Names

Films for the Humanities & Sciences
VIDEO ---- How popular brand names such as Nike and Heinz translate into commercial and cultural success. Why consumers often choose them over other brand names. Also, how these companies protect and nurture their brands to increase market share. 40 minutes. Princeton, NJ, Films for the Humanities & Sciences, 1999.

Public Relations

MCE 11.0111 MERC 1

Human Relations

Marketing Education Resource Center
BOOK ---- Leadership, Attitude and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains Initiative, Positive Attitude, Adjusting to Change, Goal Setting, Orderly and Systematic Behavior, Handling Feedback, Self-Understanding, Human Relations, Work Ethics, Customer-Service Mindset, Interest and Enthusiasm, Honesty and Integrity, Self-Control and Empathy. Columbus, Ohio, Marketing Education Resource Center, 2003.

Publicity

MCE KIT 5

How to Get a Million Dollars' Worth of Free Publicity on the Radio

Dian Thomas

KIT ---- Dian Thomas shares "inside secrets" learned over a thirty-year media career. This series offers a simple, logical, step-by-step strategy to get your message in front of millions of radio listeners. The program teaches how to: Present your ideas to a radio-listening audience; Select and target appropriate radio programs and stations; Present your ideas using memorable "sound bites"; Make the most of your on-air experience; Follow up to maximize exposure from your radio appearances. Includes Master Guide, videos, and CDs. Salt Lake City, UT, The Dian Thomas Company, 2003.

MCE KIT 6

How to Get a Million Dollars' Worth of Free Publicity on Television

Dian Thomas

KIT ---- Dian Thomas shares "inside secrets" learned over a thirty-year media career. This series teaches how to become a professional communicator and successful publicity expert. This program teaches how to: Prepare your message for a targeted television audience; Work with television producers, programmers and staff; Present yourself or product in a professional manner; Deliver a message designed for television viewers; Maximize your TV appearances through effective follow-up. Includes a Master Guide, 2 videos, and 2 audio CDs. Salt Lake City, UT, The Dian Thomas Company, 2002.

MCE KIT 7

How to Get a Million Dollars' Worth of Free Publicity with Public Relations! and the Internet

Dian Thomas

KIT ---- Every serious organization understands the value of publicity in reaching targeted audiences. In this program, you will learn how to: Identify and select the appropriate media for your message; Write effective, informative and credible press releases; Assemble innovative, creative and effective media kits; Present a professional and credible image to the media; Utilize the Internet as part of your publicity plan. Includes workbook, 2 videos and 2 audio CDs from the video presentation. Salt Lake City, UT, Dian Thomas Company, 2003.

MCE KIT 8

How to Get a Million Dollars' Worth of Free Publicity in Magazines!

Dian Thomas

KIT ---- Every serious organization understands the value of publicity in reaching targeted audiences. In this program, you will learn how to: Choose the most appropriate magazines for your message; Turn your ideas into feature articles and stories; Sell your articles before you write them; Customize one message for multiple periodicals; Earn extra income while promoting your message. Includes workbook, video and 2 audio CDs from the video presentation. Salt Lake City, UT, Dian Thomas Company, 2003.

Retail

MCE 11.0112 NRF1

Promoting Safety: Workbook 10

Joyce McDowell

BOOK ---- This workbook shows how to apply knowledge, good judgment, and common sense. The retail sales associate will learn valuable techniques for promoting safety and making the store a better place in which to shop and work. By the time you have read through this book, practiced some of the suggested exercises, and applied the lessons to your own experiences, you will be on your way to a successful and rewarding career in retailing. Menlo Park, CA, Crisp Publications Inc, 2000.

MCE DVD ROM 10

Internet Shopping in the 21st Century

Films for the Humanities & Sciences

DVD ROM ---- This program links two innovators who really know e-commerce: Amazon.com's Jeff Bezos, standard-bearer for all companies operating solely online, and David Dyer, president and CEO of Lands' End, who expanded his brand into cyberspace as well as into the clothing department of Sears to make his business a leader in the apparel arena. Together they address the challenges of e-tailing in the post-New Economy world while MBA students and faculty ask questions about internet privacy, the commercial digital divide, and consumer demands for very rapid delivery. 57 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE DVD ROM 12

Buy-ology: The Science of Buying and Selling How They Sell

Films for the Humanities & Sciences

DVD ROM ---- Shopping, once simply a basic task, now vies with television as America's most popular leisure activity. How are retailers cashing in on all that discretionary spending? From the Turkish bazaar to the Mall of America, this program reveals the strategies being used to ensure that wallets and purses remain open for business. Retail anthropologist Paco Underhill, shopping center architect Eric Kuhne, retail analyst Claire Williams, Amazon.com's Jeff Bezos, and Geoff Burch, "the world's most persuasive man," share their insights into the importance of advertising, store design, product placement, and buyer behavior analysis--all underlying aggressive new approaches that have redefined consumers as targets. 51 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

MCE VIDEO 54

Fashion Retailing

Diamond Educational Productions

VIDEO ---- This program features companies such as Marshall Field's, Chico's, Alan Flusser, Custom Shop, Steinmart, Target and others to show how they focus their efforts to make certain they are achieving their share of the fashion retail consumer market through stores, catalogs and online. High School, Post Secondary, Adult audiences. 25 minutes. Walnut, CA, Diamond Educational Productions, 2005.

Sales/Selling

MCE DVD ROM 9

Secrets of Negotiating Profitable Sales

Films for the Humanities & Sciences

DVD ROM ---- The difference between making a sale and making a profitable sale means more than just an extra zero or two on the bottom line. This program narrated by Bob Kimball emphasizes the importance of negotiating win-win sales. Key discussion points include getting everything on the table before beginning to negotiate, remembering that price is only one element of the total package, and never making a concession without receiving one in return. 26 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.

MCE DVD ROM 25

Tom Hopkins LIVE: Mastering the Art of Selling

Better Life Media, Inc.

DVD ROM ---- Whether you want to sell homes, cars, financial services or just an idea, following these practical tips developed by sales legend Tom Hopkins will help you close the sale easily and professionally. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 28

Jeffrey Gitomer LIVE: How to Not Suck at Sales

Better Life Media, Inc.

DVD ROM ---- Tear up those business cards and trash those marketing brochures. The old ways of selling have changed for good. Jeffrey Gitomer is here to teach you the new ones as well as how to put the fun back into your sales career. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2005.

MCE DVD ROM 29

Terri Sjodin LIVE: New Sales Speak

Better Life Media, Inc.

DVD ROM ---- Banish stage fright, stop relying on visual aids and start persuading your audience because you can deliver a great presentation. Top speaking pro Terri Sjodin will show you how. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2004.

MCE DVD ROM 40

Dr. Kerry Johnson: The Trust Factor

Dr. Kerry Johnson

DVD ROM ---- Building trust and rapport has never played as important a role as it does in today's business climate. People want to feel a true relationship with their sales representative, or they will simply go to the Internet and find a less expensive alternative. In this high-energy seminar, you'll discover some of the most advanced techniques for quickly breaking the ice with your clients and connecting with them at a deeper level. Dr. Kerry Johnson will teach you the differences between the visual, the auditory, and the kinesthetic communication styles, and how to stay in rapport with each one. You'll develop insights into the most persuasive words & colors to use in business. He'll also show you how to increase the number of referrals you get by... Waterford, MI, Seminars on DVD, 2005.

MCE DVD ROM 41

Brian Tracy: Outselling Your Competition

Brian Tracy

DVD ROM ---- Learn how to sell more, faster and easier than ever before with a series of practical, proven techniques. Also, learn how to get motivated and stay motivated day after day. In this program you'll learn how to: REACH YOUR GOALS FASTER THAN EVER BEFORE; UNCOVER THE BIGGEST OBSTACLE TO SUCCESS; CREATE AN EVEN MORE COMPELLING FUTURE; INCREASE YOUR INCOME IN RECORD TIME; CREATE POSITIVE NEW HABITS & BREAK THE NEGATIVE ONES. Part one - 58 minutes, Part two - 40 minutes. Waterford, MI, Seminars on DVD, 2006.

MCE DVD ROM 43

Michael Wickett: Creating Customers for Life

Michael Wickett

DVD ROM ---- This program delivers practical and powerful strategies for connecting with customers at a deeper level through questions, listening, and communication excellence. In this program you'll learn: How to ask the most important questions at the right time; Turn customers into walking testimonials; Receive high quality, honest answers to your questions; Outsmart the competition with clever sales ideas; Strengthen relationships by supporting people's aliveness. One hour 32 minutes. Waterford, MI, Seminars on DVD, 2006.

MCE VIDEO 104

A Flea Market Documentary

WQED Pittsburgh

VIDEO ---- This program is full of great old stuff, funny salespeople, and committed collectors. It's a celebration of the ancient tradition of the open-air market and the perpetual possibility of finding a bargain. 60 minutes. Alexandria, VA, PBS VIDEO, 2001.

MCE VIDEO 218

Personal Selling & Sales Management

ACT Multimedia Products and Services

VIDEO ---- Demonstrates the principles of sales management and personal selling, including the 6-stage personal selling process. Case Study: The Telein Group, Inc. 30 minutes. Olathe, KS, ACT Multimedia Products and Services, 2004.

Sports Marketing

MCE 13.1311 F63

Sport Finance

Gil Fried, Steven J Shapiro, Timothy D Deschraver

BOOK ---- Sport Finance draws on contemporary sport examples as well as fundamental business principles to explain and analyze the money in sport, giving readers a comprehensive look at one of the most exciting of all sport business disciplines. The text uses four case studies to illustrate the ins and outs of sport finance-where the money comes from, where it goes, and how it is utilized to foster future growth in sport businesses of all shapes and sizes. The six-part text features chapters that are intuitively organized for readers of all levels. The authors' step-by-step approach to sport finance makes complex financial concepts easy to understand and apply in real-world sport situations. Champaign, IL, Human Kinetics, 2003.

MCE 13.1311 G61

Guide to Sports Marketing

Stedman Graham, Lisa Delphy Neirotti, Joe Jeff Goldblatt

BOOK ---- Behind-the-scenes look at the challenging profession of sports marketing. Shows how to begin a career and advance in this industry. Advice from top professionals who point out the strengths, weaknesses, opportunities, and threats. Contract negotiations and licensing deals are included. New York, NY, McGraw-Hill, 2001.

MCE 13.1311 K17

Sports and Entertainment Marketing

Kaser and Oelkers

BOOK ---- Learn about the key functions of marketing and how they apply to sports and entertainment. Each function is incorporated and highlighted. Shows the connection between sports and entertainment industries and marketing. Cincinnati, OH, South-Western Educational Publishing, 2001.

MCE 13.1311 M74

Sport Marketing

Bernard J Mullin, Stephen Hardy, William A Sutton

BOOK ---- A good overview of marketing concepts and how they are applied to the sport product. How to sell a segment of the sport industry, including recreational facilities and professional and amateur sporting events. A college textbook that would be a great classroom reference. Champaign, IL, Human Kinetics, 2000.

Workplace Skills

MCE 11.0112 C32

Practical Solutions for Everyday Work Problems

Elizabeth Chesla

BOOK ---- This comprehensive and easy-to-use book shows you how to stop feeling overwhelmed and intimidated when difficulties arise at work. Learn how to unleash your problem-solving capabilities, quickly generate ideas and decipher information, and create practical solutions to challenging business situations. New York, NY, Learning Express, 2000.

MCE 11.0113 B67

Take This Job and Thrive

Anita Bruzzese

BOOK ---- Are you struggling with workplace blues? If so, this book is for you! One of the nation's leading syndicated career and workplace writers shares her advice on key workplace issues, from dealing with office politics to business etiquette, entertaining, and obnoxious co-workers. Filled with informative and fascinating stories of real-life job triumphs and catastrophes, based on interviews with hundreds of employers and employees. It also shows readers how to improve and balance personal life so that their work life is more regarding and productive. Reinvent your career with this rich resource for dealing with today's challenging workplace. Manassas Park, VA, Impact Publications, 2000.

MCE DVD ROM 26

Connie Podesta LIVE: Life Would Be Easy

Better Life Media

DVD ROM ---- With a little humor and lots of insight, therapist and comedian Connie Podesta offers ideas on how to create the successful, happy and healthy relationships you deserve. DVD & Audio CD. Plymouth, MN, Better Life Media, 2004.

MCE DVD ROM 30

Brian Tracy LIVE: Secrets of Self-Made Millionaires

Better Life Media, Inc.

DVD ROM ---- Self-made millionaires have been studied extensively throughout the years. The good news is that success is not an accident. Success can be learned and it leaves tracks. The great news is that you can follow the tracks of successful people to arrive at your ultimate destination. In this upbeat presentation, personal development expert Brian Tracy teaches learnable skills and qualities that can turn you into a millionaire. DVD & Audio CD. Plymouth, MN, Better Life Media, Inc., 2005.

MCE VIDEO 67

Getting Along With Your Supervisor: The World of Work Series

United Learning

VIDEO ---- To help a new worker understand the importance of an employees' relationship with their immediate supervisor and why it is important to do the job right. Illustrates actions that harm this relationship. 13 minutes. Niles, IL, United Learning, 1998.

MCE VIDEO 142

Getting A Good Start: The World of Work Series

United Learning, Inc.

VIDEO ---- For entry-level; first time employees to understand the attitudes and work habits to get off to a good start in the world of work. Be a team player, ask questions; follow company rules and procedures. 14 minutes. Niles, IL, United Learning, Inc., 1998.

MCE VIDEO 407

Follow My Directions

Education Associates

VIDEO ---- A very basic approach that helps to teach the importance of listening to and following directions in class, at home, and on the job. Viewers learn the importance and consequences of following directions. Best for younger students. Handouts and exercises are provided. Louisville, KY, Education Associates, 2000.