Marketing Education

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MCE DVD ROM 2  
Clio Awards: 40th Anniversary Reel, Part 2  
*Films for the Humanities & Sciences*  

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 reposition and revamp the product. 9 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2004.

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 guerrilla marketing is also considered. 22 minutes. Princeton, NJ, Films for the Humanities & Sciences, 2003.
The Persuaders
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.

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.

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.

The Clios 2005; Part 1
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content--Advise instructor preview before viewing.

The Clios 2005; Part 2
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content--Advise instructor preview before viewing.

The Clios 2005; Part 3
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content--Advise instructor preview before viewing.

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.
Advise instructor preview before viewing.

MCE VIDEO 56
The Clios 2004 - Part 1
Films for the Humanities & Sciences
VIDEO ---- NOTE: Mature content--Advise instructor preview before viewing.

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 and 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 and 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 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 Management

MCE 11.0012 MERC1

Business Administration
Marketing Education Resource Center

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
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 instruction'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

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

MCE VIDEO 73
Tracking Your Interests and Abilities - Careers: You're in the Driver's Seat
Meridian Education Corp.

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.
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

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.

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, OSX-10.2.2 or higher; G3 processor; 256MB RAM. New York, NY, National Council on Economic Education, 2005.

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MCE VIDEO 311

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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.

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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.

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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.

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MCE 11.0112 M163
Entrepreneurship: How to Start & Operate A Small Business, 10th Edition
Steve Mariotti with Tony Towlie
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.

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MCE 11.0112 M163.1
Entrepreneurship: How to Start & Operate A Small Business, 10th Edition Workbook
Steve Mariotti with Tony Towlie
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.

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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.

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MCE 11.0112 S348
401 Questions Every Entrepreneur Should Ask
James L. Silverster

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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.

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MCE DVD ROM 35
Pirates of Silicon Valley
TNT Originals, Inc.
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 16
How To Become a Teenage Entrepreneur
Entrepreneurial America Inc.

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 youth 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
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 Techniques: Pull Marketing
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

Colonel Sanders started this business using fried chicken as the main item.

VIDEO ---- Growth of a fast food chain

A&E Television Network

Colonel Sanders - America's Chicken King; Biography

A&E Television Network


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


MCE VIDEO 240

Colonel Sanders - America's Chicken King; 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 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


MCE VIDEO 251

H.J. Heinz: The Ketchup King - Biography

A&E Television Network


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


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 foundering 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 Faresse, 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 engaging 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.

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.
Films for the Humanities & Sciences

**From Principles to Profit**

**Corporate Social Responsibility:**

**MCE DVD ROM 44**

**Les Brown: Live Full & Die Empty**

Les Brown

**MCE 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

**MCE 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 MERC 1**

**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 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 2**

**Product/Service Management**

**Marketing Education Resource Center**


**MCE 13.0000 MERC 1**

**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.
<table>
<thead>
<tr>
<th>MCE CD ROM 1</th>
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<tbody>
<tr>
<td>MarkED National Marketing Education Standards: Version 1.0</td>
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<tr>
<td>CD ROM ---- Contains applications for advertising, customer service, e-commerce, entrepreneurship, fashion merchandising, 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.</td>
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<th>MCE CD ROM 2</th>
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<tr>
<td>Films for the Humanities &amp; Sciences</td>
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<tr>
<th>MCE VIDEO 307</th>
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<tr>
<td>Films for the Humanities &amp; Sciences</td>
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<tr>
<th>MCE VIDEO 308</th>
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<tbody>
<tr>
<td>Marketing Research and Information: Marketing: The Standard Deviants Core Curriculum</td>
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<tr>
<td>Films for the Humanities &amp; Sciences</td>
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<tr>
<td>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 &amp; Sciences, 2001.</td>
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<tr>
<th>MCE VIDEO 309</th>
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<tbody>
<tr>
<td>Marketing Planning: Marketing The Standard Deviants Core Curriculum</td>
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<tr>
<td>Films for the Humanities &amp; Sciences</td>
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<tr>
<td>VIDEO ---- True or false? &quot;A good product will sell itself.&quot; 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 &amp; Sciences, 1999.</td>
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<tr>
<th>MCE DVD ROM 18</th>
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<tr>
<td>Branded: Personal Identity Through Consumer Products</td>
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<tr>
<td>Films for the Humanities &amp; Sciences</td>
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<tr>
<td>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 &amp; Chocolate describe their brand as representative of a lifestyle. And the advertising duo who created &quot;do,&quot; 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 &amp; Sciences, 2004.</td>
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<tr>
<th>MCE DVD ROM 20</th>
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<tr>
<td>Marketing’s 4 Ps: The Consumer Angle</td>
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<tr>
<td>Learning Seed</td>
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<tr>
<td>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.</td>
</tr>
</tbody>
</table>
Television Networks, 2005.

Meal. 50 minutes. New York, NY, A&E

Crunchy--saga of a distinctly American

program celebrates the colorful--and

nostalgia, and fascinating facts, this

pop-culture history. Full of surprise,

industry with an indisputable place in

DVD ROM ---- Cereal is a $9-billion

A&E Television Networks


Princeton, NJ, Films for the Humanities

and offshore manufacturing. 50 minutes.

Advertising, research and development,

thoroughly covered, factoring in the

supply and demand cycle are

dynamics of--and glitches in--the global

capture shoppers' attention? The

wave and ride it to high profits. But

holiday foods--to catch the seasonal

industries--toys, video games, music

annual scramble of key holiday-related

perspective, this program illustrates the

spot a trend. Filmed from a U.K.

4

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.


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.

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.

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


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


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


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


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. Olathe, KS, ACT, Inc./RMI


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.


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


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


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.
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.

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.
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 Sales
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 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 Deschriver
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.