Preparing Students for Future Careers

Analytics, AI, and Decision Making

Cengage B&E Product
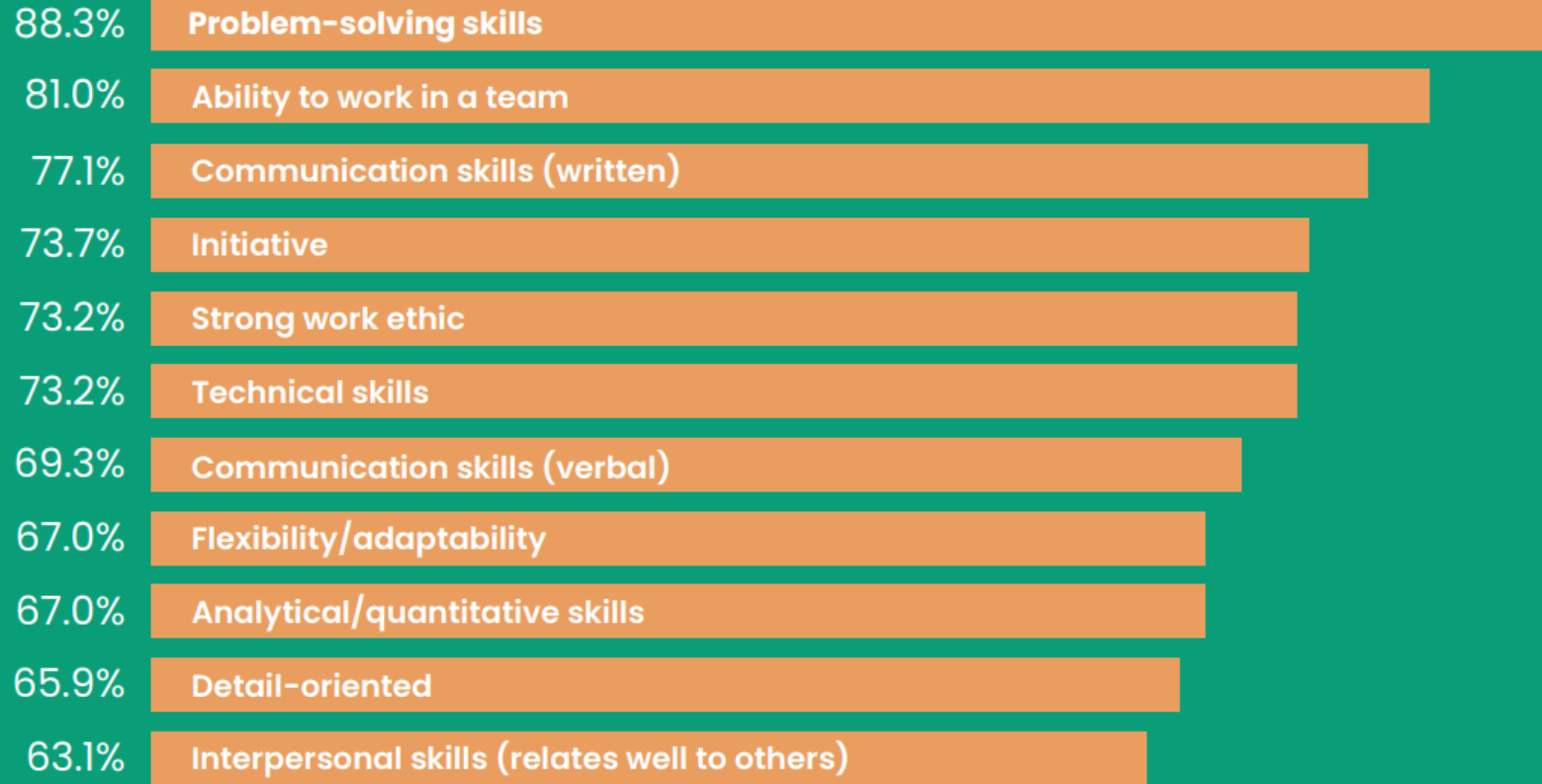
Aaron Arnsparger (aaron.arnsparger@cengage.com)

Mike Worls (michael.worls@cengage.com)

Heather Thompson (heather.thompson@cengage.com)

Cengage

Skills Employers Value

Attributes Employers Seek on a Candidate's Resume

%	Skill
88.3%	Problem-solving skills
81.0%	Ability to work in a team
77.1%	Communication skills (written)
73.7%	Initiative
73.2%	Strong work ethic
73.2%	Technical skills
69.3%	Communication skills (verbal)
67.0%	Flexibility/adaptability
67.0%	Analytical/quantitative skills
65.9%	Detail-oriented
63.1%	Interpersonal skills (relates well to others)

National Association of Colleges and Employers Job Outlook 2025 Report

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2

Building a Problem-Solving Toolkit

- **Focus on Business Analytics**
  - Start with the business problem, not the data...
  - Frame the question, gather data, then solve, analyze, and report

- **Employable Skills Framework**
  - Problem-Solving -> Step-by-step methods
  - Analytical Thinking -> Interpreting the Results
  - Ability to Communicate -> Data Visualization and Storytelling

- **Intentional and Authentic Learning**
  - Use of live tools as if 'on the job'
  - Exposure to industry software
  - Use as a decision-making tool to gain insights to make better decisions and recommendations

Chapter 03 Data Visualization — 37 activities

Learn It - Chapter 03 Overview Video
This chapter overview video prepares you for success by outlining the main topics and themes you are expected to learn in your readings, homework, and assessme...

Learn It - Chapter 03 Data Visualization
View 1 activity

Learn It - Chapter 03 Exploring Analytics

Study It - Chapter 03

Apply It - Chapter 03

Chapter 03 Assignment
COUNTS TOWARDS GRADE
0% submitted — avg score — 6 points
(35 min) How well have you understood the material in this chapter? Check your progress with this assignment

Problem 03-33 (Specialized Data Visualizations)

Omaha Steaks is a food retailing company that specializes in mail order delivery of beef. The company is headquartered in Omaha Nebraska and was founded as a butcher shop in 1917. each county in Nebraska, the following choropleth map was created.

Beef Cattle Per Nebraska County

Beef Cattle (head)
166,000
555

Powered by Bing
© GeoNames, TomTom

Data on the number of beef cattle in each county in Nebraska and the size of each county are contained in the file **NebraskaBeef**. Click on the datafile logo to reference the data.
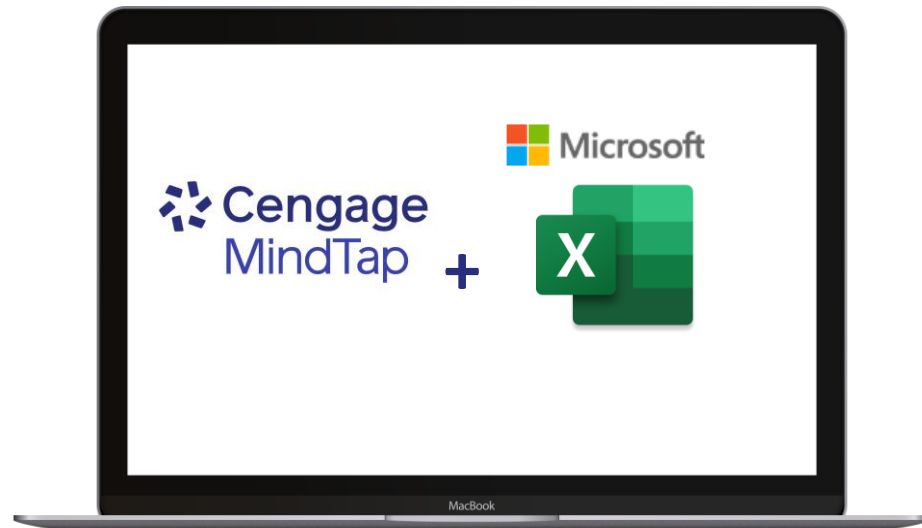
DATA file

Create a choropleth map that shades each county in Nebraska relative to the density of beef cattle (as measured by head per square mile). Compare this visualization to the choropleth

Cengage and Microsoft Partnership with Excel Online

Key Benefits:

- Seamless integration
- Time Savings
- Builds Workplace Skills

Cengage MindTap + Microsoft Excel

The owner of Showtime Movie Theaters, Inc., would like to predict weekly gross revenue as a function of advertising expenditures. Historical data for a sar the spreadsheet.

Due to a recent change by Microsoft you will need to open the XLMiner Analysis ToolPak add-in manually from the home ribbon. Screenshot of ToolPak

Open spreadsheet

a. Develop an estimated regression equation with the amount of television advertising as the independent variable (to 2 decimals).

Revenue = 90.63 ✓ + 0.95 ✓ TVAdv

b. Develop an estimated regression equation with both television advertising and newspaper advertising as the independent variables (to 2 decimals).

Revenue = 86.04 ✓ + 1.37 ✓ TVAdv + 1.24 ✓ NewsAdv

c. Is the estimated regression equation coefficient for television advertising expenditures the same in part (a) and in part (b)?

No, the coefficients are not the same ✓

d. Predict weekly gross revenue for a week when $4.9 thousand is spent on television advertising and $3.8 thousand is spent on newspaper advertisin

$ 97.48 ✓ in thousands

Solution | Calculation | Excel Solution

File | Home | Insert | Share | Page Layout | Formulas | Data | Review | View | Help | Draw

Open spreadsheet

	A	B	C	D	E	F	G	H	I	J
1	Weekly Gross Revenue (1000s)	Television Advertising ($1000s)	Newspaper Advertising ($1000s)		RELEVANT SUMMARY OUTPUT (SIMPLE REGRESSION)					
2	96	6	1.5							
3	91	2	2		Regression Statistics					
4	95	5	1.5		Multiple R		0.768776			
5	92	2.5	2.5		R Square		0.591016538			
6	95	4	3.3		Adjusted R Square		0.522853			
7	94	3.5	2.3		Standard Error		1.167595			
8	95	2.5	4.2		Observations		8			
9	94	3	2.5							
10					ANOVA					
11						df	SS	MS	F	Significance F
12					Regression	1	11.820331	11.820331	8.67052	0.025794
13	Predicted Revenue (Part D)				Residual	6	8.179669	1.363278		
14					Total	7	20			
15	97.4819153	4.9	3.8							
16						Coefficients	Standard Error	t Stat	P-value	
17	Formula for Predicted Revenue				Intercept	90.631206				
18					Television Advertising ($1000s)	0.945626	0.321142	2.944575	0.025794	
19	=F37+B15*F38+C15*F39									
20										
21					RELEVANT SUMMARY OUTPUT (MULTIPLE REGRESSION)					
22										
23					Regression Statistics					
24					Multiple R		0.959166			
25					R Square		0.92			
26					Adjusted R Square		0.888			
27					Standard Error		0.566525			
28					Observations		8			

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Support for All Learners using Excel Online

Excel's PivotTable Report provides an excellent way to summarize data for meal price for 300 restaurants and then answering questions about the d right-click and select Show Field List. The Pivot

Open spreadsheet

Questions

1. What are the sales totals for each region? To the Pivot Table should now be Sum of Meal Pric

Total Sales

Region		Value	
East	$	2339	✓
North	$	2573	✓
South	$	2166	✓
West	$	2317	✓
Grand Total	$	9395	✓

2. What are the sales totals for each Quality Rating? To answer this quest What are the total sales for each Quality Rating?

Total Sales

Rating		Value	
Excellent	$	2915	✓
Good	$	3077	✓
Very Good	$	3403	✓

3. What is the sales total for a particular combination of Region and Qual the rows box. The intersection of West and Excellent in the PivotTable pro

Total sales for Excellent restaurants in the West are $ 504 ✓

Restaurant	Region	Quality Rating	Meal Price ($)
1	East	Good	51
2	South	Excellent	37
3	North	Excellent	22
4	South	Excellent	18
5	West	VeryGood	37
6	North	Excellent	12
7	West	VeryGood	12
8	South	Excellent	36
9	South	Excellent	28
10	South	VeryGood	13
11	West	Excellent	15
12	North	Excellent	25
13	West	VeryGood	52
14	North	Good	46
15	North	VeryGood	11
16	West	Good	20
17	North	Excellent	49

Question 1

	Total Sales
East	2339
North	2573
South	2166
West	2317
Grand Total	9395

Question 2

	Total Sales
Excellent	2915
Good	3077
Very Good	3403

Question 3

Total Sales (Excellent, West)	504

Built-in Data Analysis Tools

Personalized Solutions

Tutorials

XLMiner Analysis ToolPak

- Covariance
- Descriptive Statistics
- Exponential Smoothing
- F-Test Two-Sample for Variances
- Fourier Analysis
- Histogram
- Linear Regression

Input Y Range:
Input X Range:
☑ Labels
☐ Constant is Zero
☑ Confidence Level: 95 %
Output Range:
☐ Residuals
☐ Residual Plots
☐ Standardized Residuals
☐ Line Fit Plots
☐ Normal Probability Plots

OK

- Logistic Regression
- Moving Average

RELEVANT SUMMARY OUTPUT (SIMPLE REGRESSION)

| Weekly Gross Revenue (1000s)	Television Advertising ($1000s)	Newspaper Advertising ($1000s)							
97	6	1.5							
91	3	2	Regression Statistics						
96	5	1.5	Multiple R	0.711291					
92	2.5	2.5	R Square	0.505934887					
95	3	3.3	Adjusted R Square	0.42359					
94	3.5	2.3	Standard Error	1.51504					
95	2.5	4.2	Observations	8					
95	4	2.5							
			ANOVA						
				df	SS	MS	F	Significance F	
Predicted Revenue (Part D)			Regression	1	14.10292	14.10292	6.144135	0.047887	
			Residual	6	13.77208	2.295347			
98.9492702	4.6	3.7	Total	7	27.875				
				Coefficients	Standard Error	t Stat	P-value		
Formula for Predicted Revenue			Intercept	90.193732					
			Television Advertising ($1000s)	1.133903	0.457452	2.478737	0.047887		
=F37+B15*F38+C15*F39									

Analytical Thinking

Heavenly Chocolates Website Transactions

Heavenly Chocolates manufactures and sells quality chocolate products at its plant and retail store located in Saratoga is your responsibility to review and analyze online sales data in order to help the firm make better decisions in the futur sales even further.

To learn more about the website customers, you take a random sample of 50 online transactions over the previous mor on the website, the number of website pages visited, and the amount of time spent on the website for each of the 50 c

The company would like to determine if online shoppers who spend more time and view more pages also spend more n the week and the type of browser have on sales. You must use descriptive statistics and appropriate graphical displays

Using the series of box plots you generated below, you must now formulate a recommendation for the marketing depar
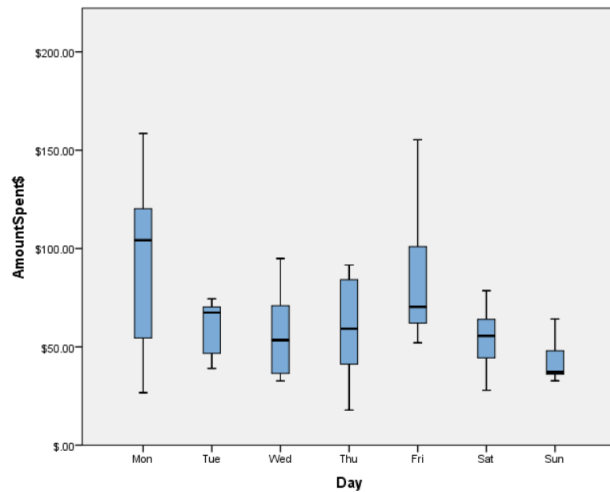
○ Since Saturday and Sunday have a wide distribution of sale amounts compared to other days, it may be best to offer a promotion that ha

○ Since the lowest average sales figure is on Sunday at around $40, the store should not sell any items under $40.

○ Target a special email promotion to arrive on Tuesday and Sunday mornings since sales are higher on those days.

● Target a special email promotion to arrive on Monday and Friday mornings since sales are higher on those two days. ✓

Interpreting the Results MindTap

Case Study: Cut-Rate Machining, Inc.

Jon Weideman, first shift foreman for Cut-Rate Machining, Inc., is attempting to decide on a vendor from v alternatives to four vendors: The Hole-Maker, Inc. (HM); Shafts & Slips, Inc. (SS); Judge's Jigs (JJ); and D machines of similar capabilities at similar prices, so the effectiveness of the machines is the only selection ship one machine to his Richmond, Indiana manufacturing facility for a test. He starts all four machines at to use any of the machines. After the warm-up period, one of his employees will use each of the shipped r centimeter-thick stainless-steel sheets for two hours. The widths of holes drilled with each machine are th data collection are shown in the given data.

Based on these results, from which vendor would you suggest Mr. Weideman purchase his new machine?

Managerial Report

Use graphical methods of descriptive statistics to investigate the effectiveness of each vendor.

- ⊞ **Given Data**
- ⊞ **The Hole-Maker, Inc.**
- ⊞ **Shafts & Slips, Inc.**
- ⊞ **Judge's Jigs**
- ⊞ **Drill-for-Bits**
- ⊟ **Vendor Recommendation**

Use the above results to make a vendor recommendation to Mr. Weideman.
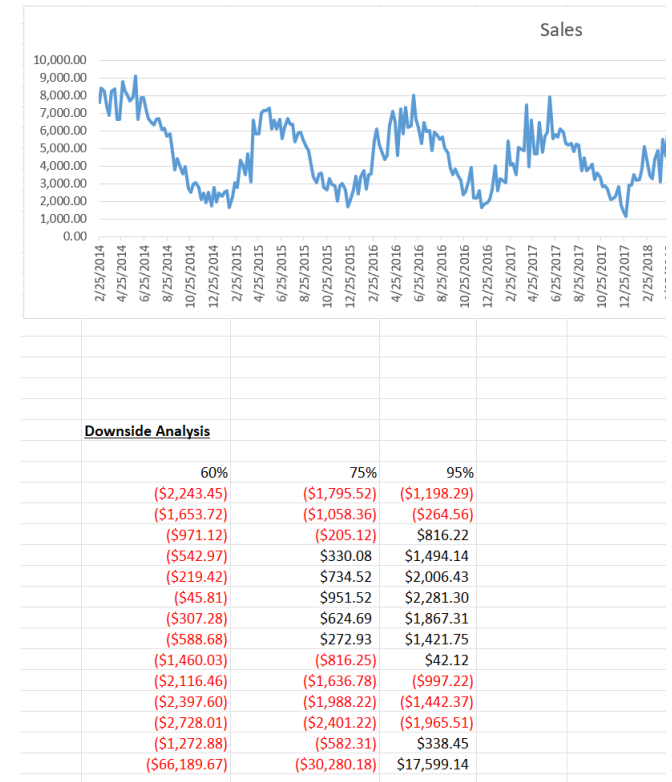
The most consistent hole diameters were achieved by [---Select--- ▾] 🔑 Judge's Jigs . Howev

[---Select--- ▾] 🔑 less than than the specified 3 cm. If the machine from this vendor could be recalib

Case Studies in WebAssign

In this case, we have a flailing ice cream store that has seen significant sales declines throughout its life, and which is plagued by severe seasonality. Students are asked to do some basic analysis of cash flows and profitability to understand if it makes sense to keep operating the store or close it down.

Downside Analysis

	60%	75%	95%
	($2,243.45)	($1,795.52)	($1,198.29)
	($1,653.72)	($1,058.36)	($264.56)
	($971.12)	($205.12)	$816.22
	($542.97)	$330.08	$1,494.14
	($219.42)	$734.52	$2,006.43
	($45.81)	$951.52	$2,281.30
	($307.28)	$624.69	$1,867.31
	($588.68)	$272.93	$1,421.75
	($1,460.03)	($816.25)	$42.12
	($2,116.46)	($1,636.78)	($997.22)
	($2,397.60)	($1,988.22)	($1,442.37)
	($2,728.01)	($2,401.22)	($1,965.51)
	($1,272.88)	($582.31)	$338.45
	($66,189.67)	($30,280.18)	$17,599.14

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Data Visualization and Storytelling

- **Exploring and Explaining with Data**
  - Best practices for business students
  - Data Visualization Makeovers
  - No prerequisite stats knowledge
- **Topics**
  - Chart Selection
  - Purposeful Use of Color
  - Explaining Visually to Influence with Data
    - Know Your Audience, Storyboarding
  - Data Dashboards
- **Problems**
  - Conceptual (Understand)
  - Application (Create)
  - Comprehensive Projects (Apply and Present)
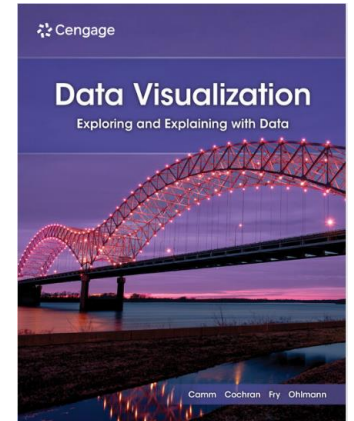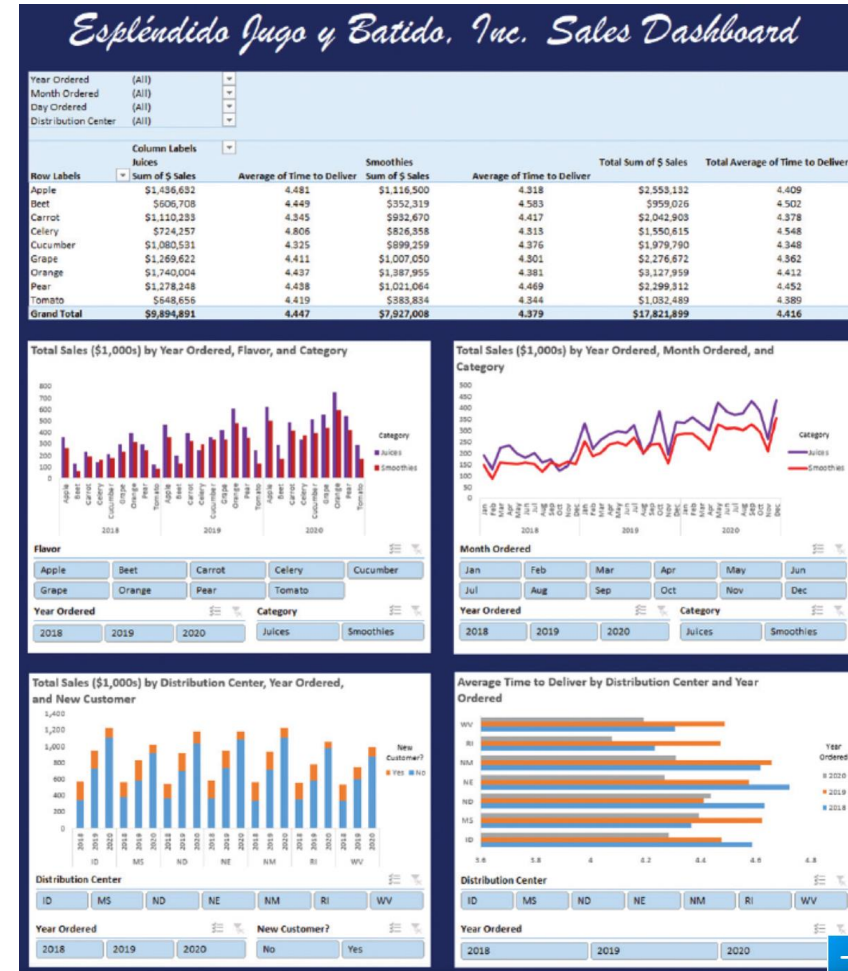
Industry Software Skills

Power BI

Figure P2.11 Clustered Column Chart of the Cheetah Regional Sales Data

CHART file
cheetahregion_cluster_chart.pbix

Figure T2.24 Choropleth Map for State Population Data

CHART file
statepopulation_chart.twbx

tableau
from Salesforce
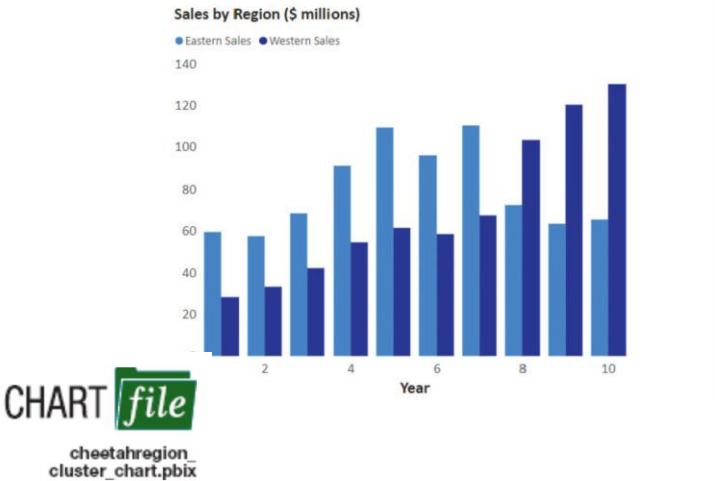
Software coverage is driven by ease of student access, industry use, and pedagogical learning support.

R

orange
DATA MINING

jmp STATISTICAL DISCOVERY

Excel

Python

Machine Learning in Analytics

- **Methods**
  - Unsupervised Learning
    - Cluster Analysis
    - Text Mining
  - Supervised Learning
    - Regression/Classification Tasks
    - Neural Networks
- **Concepts and Applications**
  - Flexible for non-technical approach; applications dive into software/programming
- **Flexible Software Options**
  - R – for programming skills.
  - Python – for programming skills.
  - Orange – for point-click software, Python-based GUI.
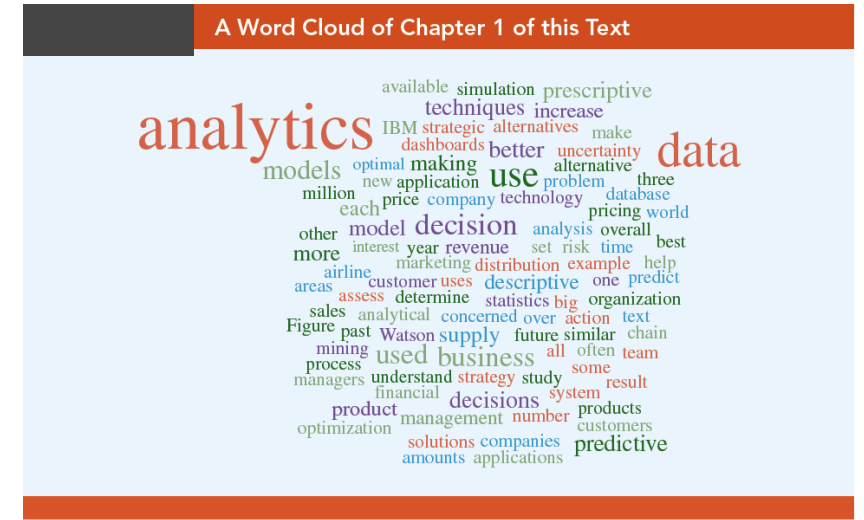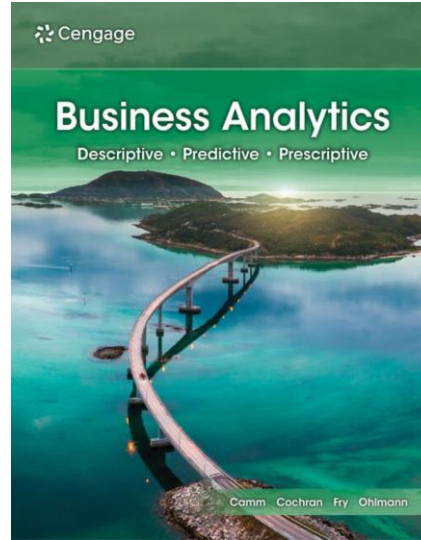
A word cloud that shows the frequency of words used in chapter 1 of *Business Analytics*.
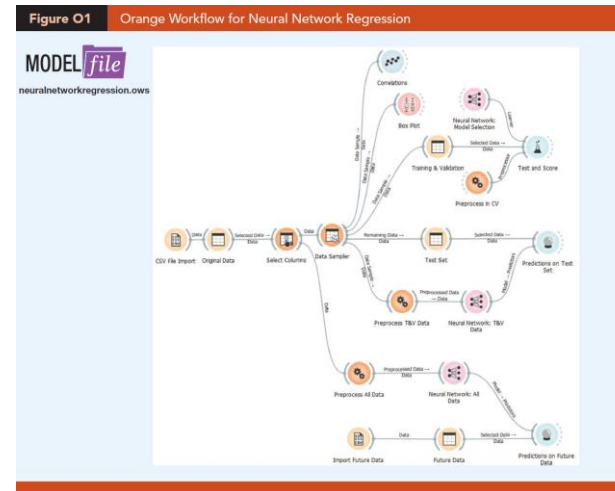
Neural Network workflow using Widgets in *Orange*, a 'no code' package for machine learning techniques.

Artificial Intelligence

Artificial Intelligence

ANALYTICS IN ACTION
National Institute for Occupational Safety and Health

Gen AI Instructor Guides for Finance and Analytics in development for 2025-2026.

17. Study Prompts. Construct an AI study buddy. AI can be used to clarify areas of uncertainty and self-test specific topics. Experiment using the following prompts. **LO 6**

    a. "I am struggling to understand the concept of algorithmic bias. Can you explain to me in terms that a 12-year old would understand what algorithmic bias is and provide some concrete examples of it?"

    b. "Test me on my understanding of algorithmic bias. I'd like you to ask me three questions in succession. Wait for my answer on each and then assess my answer. Do not give me the answer, even if I ask. Instead, if I offer the wrong answer, please give me a hint. Start now with the first question."

18. Multimodal AI. Devise a prompt for AI to create a fantasy football logo for a team called the "Black Swans" using the themes from "black swan events" described by Nassib Talem's books titled "Fooled by Randomness" and "The Black Swan." Apply various prompting techniques and iteratively work with the AI until obtaining an image you find acceptable. **LO 6**

19. Role Prompting and Chaos Prompting. Devise a prompt for AI to consider alternative histories for how the world may be today if the Axis would have won World War II. Apply various techniques such as role prompting and chaos prompting. **LO 6**

20. Root Cause Problem-Solving with Prompting. Devise a prompt for AI to identify and categorize the root causes for the demise of BlackBerry Ltd. Based on the identified root causes, please create a table listing suggested solutions and rank each suggestion based on implementation difficulty on a scale from 1 to 5 (where 5 is the most difficult). Order the list, starting with the least difficult solutions to implement. **LO 6**

Cengage
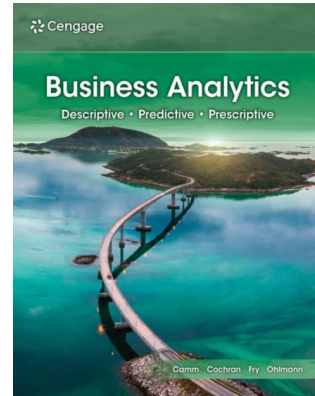
AI and Technology Applications in Business

Artificial Intelligence and Machine Learning in Demand Forecasting

It is only a matter of time before **artificial intelligence** (AI) and **machine learning** (ML) find their way into the forecasting arena. Improvement using traditional forecasting techniques appear to have reached their limits. Basically, the essence of artificial intelligence is self-learning machines. Many organizations are now using machine learning in demand forecasting methods to see the future of sales. According to McKinsey & Company, reductions in forecasting errors of between 20 and 50 percent are feasible with AI. Other feasible improvements include reduction in lost sales due to out of stock products by up to 65 percent and inventory reductions of 20 to 50 percent. ✹

Supply Chain

Business Analytics

Analytics in Action | **Advice from a Machine** *

The proliferation of data and increase in computing power have sparked the development of automated *recommender systems*, which provide consumers with suggestions for movies, music, books, clothes, restaurants, dating, and whom to follow on social media platforms. The sophisticated, proprietary algorithms guiding recommender systems measure the degree of similarity between users or items to identify recommendations of potential interest to a user.

Fintech Applications

Exhibit 27.2 Decentralized Database System for Storing Financial Information
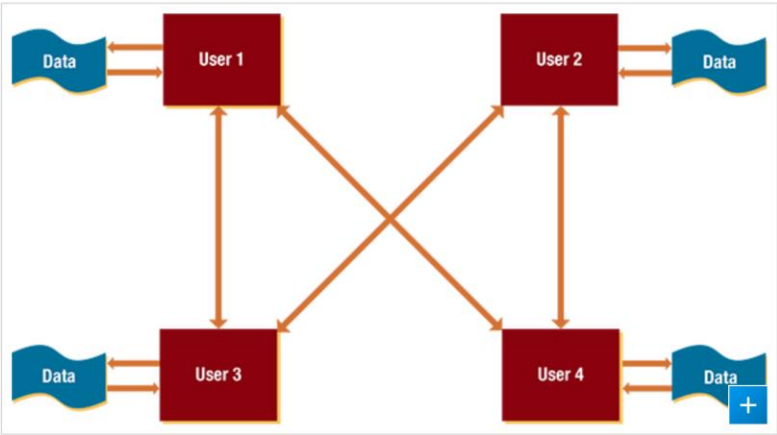
Currency focused on impact and applications of AI and technology in all courses.

Cengage

Qualitative Business Courses: Top Priorities By Course

Instructors across all courses prefer Case Studies or Decision-making Activities that bridge theory with real-world application, foster critical thinking and practical decision-making.

Business Law

Real-World Relevance: Case studies are crucial for reflecting the legal realities students will face.

Deep Engagement: Case study activities are memorable and encourage deep, critical thinking.

Flexible and Practical: Case studies offer adaptability and allow students to apply legal concepts in realistic scenarios.

Intro to Business

- **Decision-Making Essentials:** Instructors emphasize the importance of students practicing real-world business decisions early on.
- **Engaging and Practical:** Simulations and case studies make complex concepts relatable and engaging for students.
- **Comprehensive Learning:** Activities are valued for promoting critical thinking and a well-rounded understanding of business.

Business Communication

- **Skill Development**: Activities are chosen for their ability to build essential communication and problem-solving skills.
- **Realistic Prep:** Simulations and role-plays mirror the communication challenges students will encounter in the workplace.
- **Interactive Learning:** Instructors value activities that engage students actively and offer flexibility across different scenarios.

Management

Practical Application: Instructors prioritize activities that bring real-life management scenarios into the classroom.

Interactive and Engaging: Simulations are highly regarded for fostering active participation and hands-on learning.

Critical Thinking: Case studies and simulations help students develop the strategic thinking needed for real-world management.

Marketing

- **Real-World Focus:** Simulations and case studies are favored for integrating real-world marketing challenges into coursework.
- **Hands-On Engagement**: Interactive simulations empower students to make decisions and see their impact in a realistic setting.
- **Holistic Coverage:** Activities provide a broad, comprehensive learning experience, covering various aspects of marketing.

Cengage Management

Cengage's Management portfolio excels in going beyond conceptual mastery by producing products that bolster student confidence in application and critical thinking. Our products engage students in authentic, intentional, and personalized learning activities matched to core course learning needs that promote students to **think and act like managers**.

Cengage

Our Management Approach

Content:

-Core theory: research & scientific study.

-Up-to-date coverage: including changing work environments & communication patterns

- Real-world scenarios

- Hands-on activities

+

Technology:

- Self-Assessments

- Narrative Assessments/Quizzes

- Case Activities

- Decision-Making Activities

=

Practical skills for helping students learn to think, act, and making decisions like managers

MindTap Walks Students Through a Journey to Help Them Think and Act Like a Manager

1

Students begin by learning something about themselves with Self-Assessments

2

Assignments support understanding of core theory

3

Students examine the business decisions and consequences of others (Case Analysis)

4

Students practice making decisions themselves and seeing the consequences

Chapter 02: The Evolution of Management Thinking

Self-Assessment: Chapter 02: Are You a New-Style Manager?
● COUNTS TOWARDS GRADE
0% submitted   -- avg score   3 points
This self-assessment will help you gauge your managerial style relative to subordinates.

Self-Assessment: Chapter 02: What Is Your Manager Frame?
● COUNTS TOWARDS GRADE
0% submitted   -- avg score   3 points
This self-assessment will illuminate how you view your world through one or more mental frames of reference.

Read: Chapter 02: The Evolution of Management Thinking
This is your Chapter 2 eBook. You can highlight and take notes throughout this chapter's reading to create a custom study guide accessible in the StudyHub app. (60 mi...

Learn It: Chapter 02: The Evolution of Management Thinking
● COUNTS TOWARDS GRADE
0% submitted   -- avg score   6 points
This problemset covers material in Chapter 2 of Daft, Management, 14e. Included are questions about classical management theories, humanistic management theorie...

Apply It: Chapter 02: The Evolution of Management Thinking

Assignment: Chapter 02: The Evolution of Management Thinking
● COUNTS TOWARDS GRADE
0% submitted   -- avg score   12 points
This problemset covers material in Chapter 2 of Daft, Management, 14e. Included are questions about classical management theories, humanistic management t...

Case Activity: Chapter 02: The Evolution of Management Thinking
● COUNTS TOWARDS GRADE
0% submitted   -- avg score   3 points
This problemset will help you to distinguish between the classical and humanistic perspectives of management, systems theory, contingency theory, and manage...

Study It: Chapter 02: The Evolution of Management Thinking

Additional Resources

Part 01 You Make the Decision: Introduction to Managem...
● COUNTS TOWARDS GRADE
Now at the Chapter Level
0% submitted   -- avg score   20 points

- *Screenshot from Daft, Management MindTap*

Chapter-Level You Make the Decision Simulations

Daft Chapter No.	Daft YMTDS Descriptive Title
1	**Adapting to Remote Work Challenges**
2	Enhancing Leadership for Hybrid Teams
3	Leading Midsize Tech Amid Challenges
4	Balancing Culture and Stability Abroad
5	**Implementing Environmental, Social, and Governance policies for Carbon Neutrality**
6	Balancing Impact and Profitability
7	Refining Goals for Market Adaptation
8	Revitalizing Acme Industries' Growth Strategy
9	Improving Patient Satisfaction Amid Challenges
10	Streamlining Operations for Scalable Growth
11	**Fostering Innovation Through AI Integration**
12	Measuring Human Capital for Competitive Advantage
13	Increasing Diversity in Sustainable Farming
14	Boosting Resilience and Employee Motivation
15	Transforming Leadership for Inclusive Success
16	Motivating Performance for Revenue Growth
17	**Enhancing Communication in Hybrid Work**
18	Overcoming Challenges in Team-Based Transition
19	Aligning Performance in Rapid Growth

CENGAGE Academic

Cengage Management AI Story
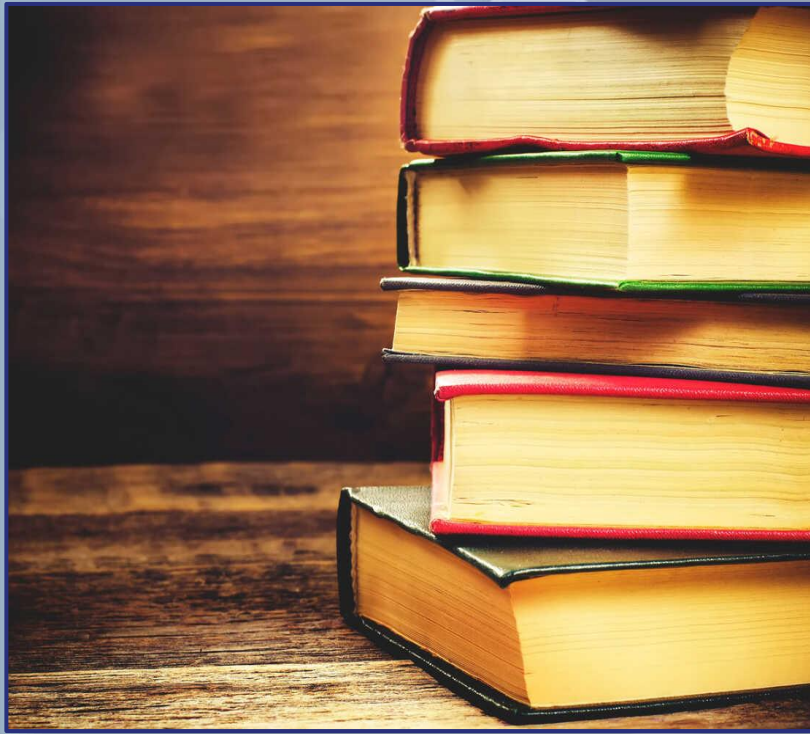
Role of AI in Management Narrative
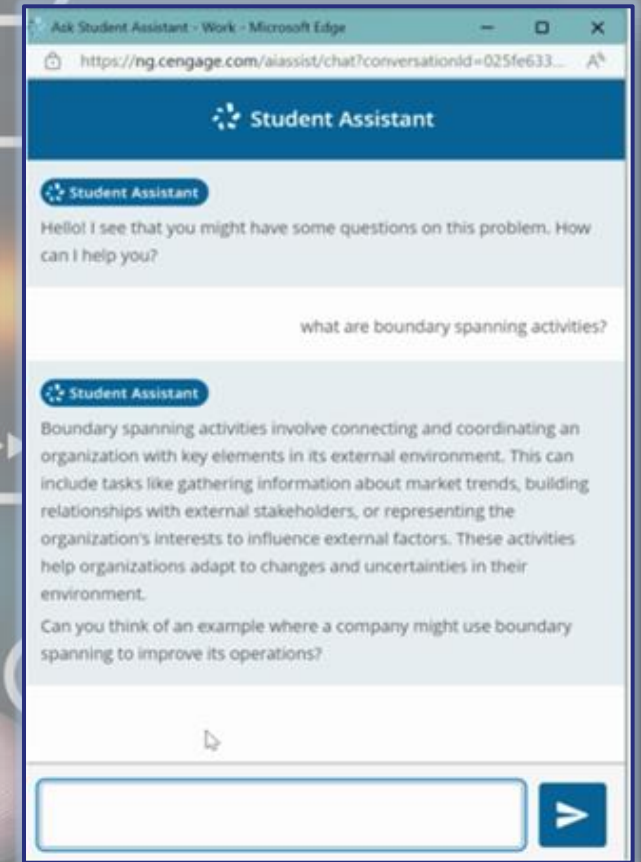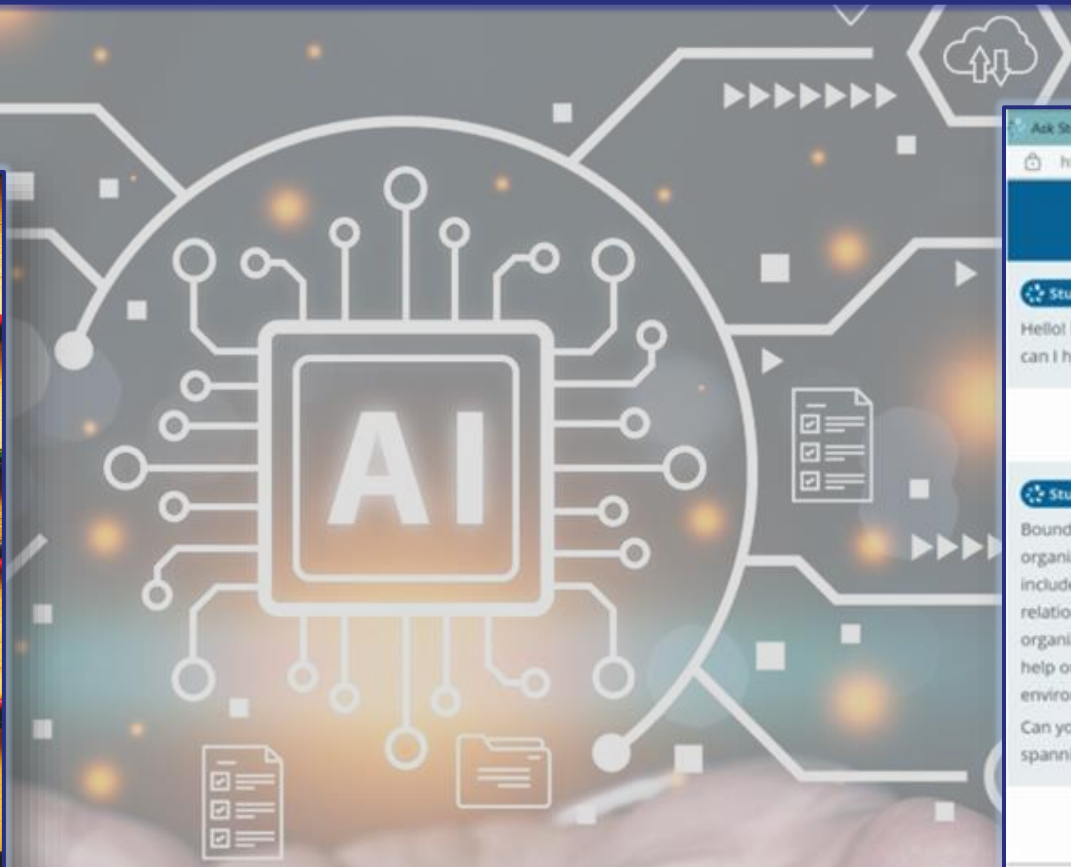
To create better student user experience

Introducing the Student Assistant

Seen as a tutor that's available 24/7 and offers just in time feedback and guidance that doesn't give away the answer to help keep students moving forward in their learning process.

Built to be:
- ❏ Reactive to learning needs
- ❏ Proactive in areas of struggle
- ❏ Concise and unbiased
- ❏ Helpful within limitations
- ❏ Neutral personality

Areas of focus:
- ❏ Offering examples
- ❏ Providing real time feedback
- ❏ Providing step by step guidance

Ask Student Assistant - Work - Microsoft Edge

https://ng.cengage.com/aiassist/chat?conversationId=025fe633... A

Student Assistant

Student Assistant

Hello! I see that you might have some questions on this problem. How can I help you?

what are boundary spanning activities?

Student Assistant

Boundary spanning activities involve connecting and coordinating an organization with key elements in its external environment. This can include tasks like gathering information about market trends, building relationships with external stakeholders, or representing the organization's interests to influence external factors. These activities help organizations adapt to changes and uncertainties in their environment.

Can you think of an example where a company might use boundary spanning to improve its operations?

CENGAGE Academic

Student Assistant within A+ Test Prep expands to open access with 4 titles in Fall 2025

- **Fall 2024 - Pilot**

- **Fall 2025 – Open Access**
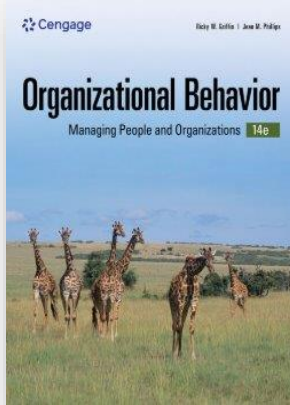
Principles	Org Behavior
Daft/Marcic, Understanding Management	Griffin, Organizational Behavior
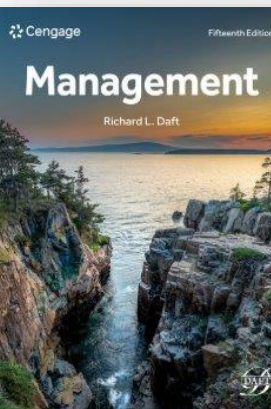
Principles		Org Behavior	Entrepreneurship
Daft/Marcic, Understanding Management	Daft, Management	Griffin, Organizational Behavior	Kuratko, Entrepreneurship Theory, Process, Practice
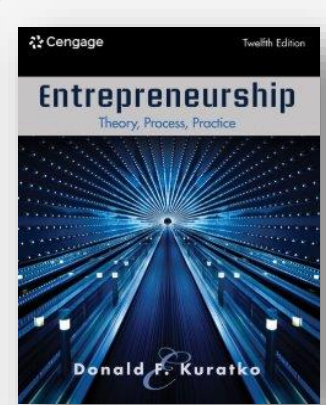
Cengage Management

AI Narrative Text & Cases

- Chapter 1, "Artificial Intelligence (AI): Transforming Management"
- Chapter 2, "Will AI Replace Millions of Workers? What Does History Tell Us?"
- Chapter 5, "AI: How Airbnb Uses AI for Decision Making"
- Chapter 7, "Insilico's Innovative Use of AI in Drug Development and Clinical Trial"
- Chapter 9, "Can AI Replace People in Fast Food Drive-Throughs?"
- Chapter 10, FROM CHAOS TO COLLABORATION: USE AI TO CREATE YOUR TEAM'S CHARTER
- Chapter 11, "Artificial Intelligence Transforming Human Resource Management"
- Chapter 13, "Can AI Motivate Employees?
- Chapter 15, "Three Ways AI Helps Doctors Communicate"
- Chapter 16, "Regulation Costs: Can AI Make Recycling Affordable?"

Generative AI awareness and optimism are increasing among Instructors

Generative AI technology **familiarity**

	Spring'23	Fall'23	Spring'24
Very unfamiliar	4%	6%	3%
Unfamiliar	13%	14%	8%
Somewhat familiar	43%	43%	35%
Familiar	31%	26%	37%
Very familiar	9%	11%	17%

89%
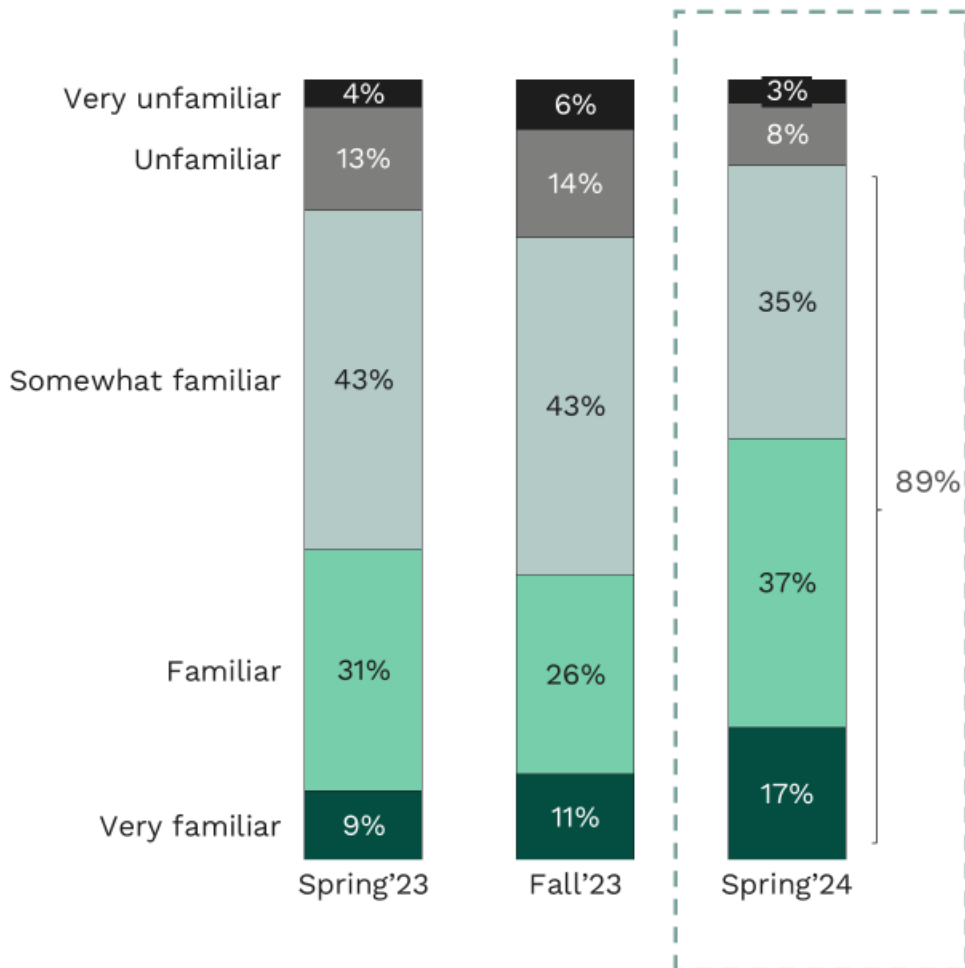
Attitudes towards Generative AI technology

■ Disagree or Strongly Disagree ■ Neither agree nor disagree (unsure) ■ Agree or Strongly Agree

Statement	Disagree or Strongly Disagree	Neither agree nor disagree (unsure)	Agree or Strongly Agree
Generative AI technology could help close achievement gaps for student in education	19%	39%	42%
Generative AI technology could eventually replace some traditional teaching methods in higher education	15%	30%	54%
I am excited about the potential of using generative AI in my role as an instructor	10%	29%	61%
I believe that generative AI technology could be used to improve student engagement in the learning process	7%	30%	63%

Q. What is your current level of familiarity with generative AI technology? (n=967)
Q. Please rate your level of agreement with the following statements about generative AI in higher education. (n=823)

7

Cengage Marketing:
Preparing Tomorrow's Marketing Leaders

Creating future marketers by...

- Connecting theory to practice
- Addressing soft skills gaps
- Developing (remote) presentation skills
- Harnessing AI for learning/feedback

Through...

- ✓ Integrating AI into narrative updates
- ✓ Expanding activities that develop decision making and critical thinking skills
- ✓ Focusing on real-world examples and experiences
- ✓ Leveraging AI technology

AI Content in All Principles of Marketing Titles

Learning Path Approach: Structure, Pedagogy, and Assessment

Remember/Understand: Narrative/Ebook

Understand/Apply: Assessment

Analyze/Apply: Cases

Evaluate/Analyze:
You Make the Decision

Create: Connect It

Chapter 04 Social Responsibility and Ethics in Marketing

Why Does Cause Related Marketing Matter to Me? (Chapter 04 Social Responsibility and Ethics in Marketing)
● COUNTS TOWARDS GRADE

Do you think a company's involvement in cause-related marketing impacts which goods and services consumers purchase? Learn why

Read: Chapter 04 Social Responsibility and Ethics in Marketing

This is your Chapter 04 eBook. You can highlight and take notes throughout this chapter's reading to create a custom study guide acc

Learn It: Chapter 04 (4 activities)

Apply It: Chapter 04 (2 activities)

Assignment: Chapter 04 Social Responsibility and Ethics in Marketing
● COUNTS TOWARDS GRADE

Answer the questions in this assignment to assess your understanding of key concepts covered in Chapter 04: Social Responsib

Case Activity: Chapter 04 Social Responsibility and Ethics in Marketing
● COUNTS TOWARDS GRADE

In this activity, you'll use your understanding of the key concepts from Chapter 04: Social Responsibility and Ethics in Marketing

Study It: Chapter 04 (2 activities)

You Make the Decision: Part 02 Environmental Forces and Social and Ethical Responsibilities
● COUNTS TOWARDS GRADE

In this interactive scenario, you are working with an investor friend to start a custom home-building business. Use your knowledge of the ma

Connect It: Choosing the Most Ethical Packaging Design
● COUNTS TOWARDS GRADE

Connecting Theory to Practice

Chapter Cases
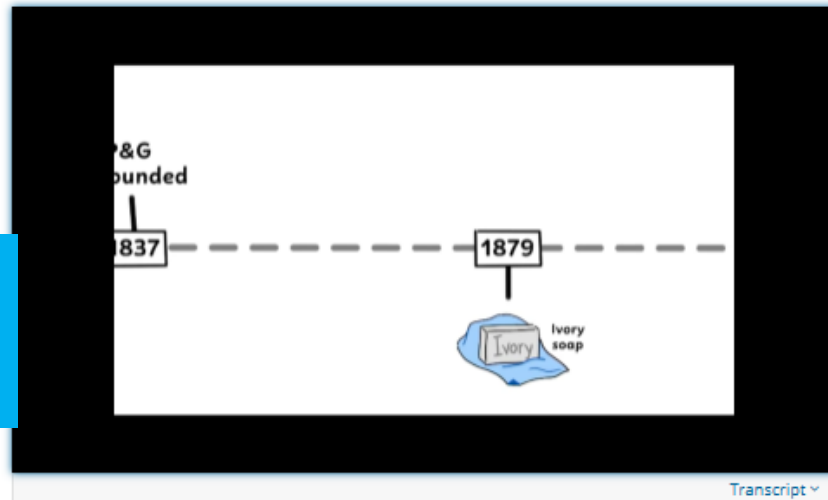
Real companies /scenarios

You Make the Decision Simulations

Dynamic, multi-step decision making experiences

Cengage

Career Readiness Gaps

FIGURE 1: STUDENT AND EMPLOYER RATINGS OF IMPORTANCE OF AND STUDENT PROFICIENCY IN CAREER READINESS COMPETENCIES, BY PERCENT OF RESPONDENTS.

COMPETENCY	NEW GRADUATES		EMPLOYERS	
	IMPORTANCE	PROFICIENCY	IMPORTANCE	PROFICIENCY
Communication	96.3%	78.1%	96.1%	53.5%
Critical Thinking	94.0%	80.8%	96.1%	55.9%
Teamwork	90.5%	83.5%	93.9%	81.5%
Career & Self-Development	87.8%	61.5%	65.6%	43.2%
Professionalism	88.9%	79.7%	89.4%	50.3%
Leadership	84.6%	66.0%	45.0%	31.0%
Technology	77.9%	60.5%	71.7%	72.0%
Equity & Inclusion	78.3%	79.5%	70.0%	63.3%

Source: National Association of Colleges and Employers. Data are from NACE's 2024 Student Survey and Job Outlook 2025 survey.

Biggest career readiness gaps in:

- Communication
- Critical Thinking
- Professionalism

Career Readiness

NEW! Connect It Activities

- Help students connect theory to practice **and** develop soft skills

- Video Response activities

- Real, first year marketing scenarios

- Aligned with AACSB

- AI-powered student feedback and instructor grading support

## Connect It: Choosing the Most Ethical Packaging Design

🎯 Learning Objectives

Instructions

At a meeting, the team chosen for this task begins to look at different packaging opportunities including glass bottles, recycled plastic, pouches, odd sized bottles, bottles with concave bottoms, bottles with flat bottoms, and other bottles including those that can be high pressure pasteurized. The company president puts a high value on Tropical Rain Fruit Juices having a high standard of ethics in all business practices and wants to make sure that the packaging for the new juice line follows common ethical practices in product strategy. The president has asked your team to present how you will approach this decision with the ethical issues in mind. They would like you to highlight three different ethical considerations that the team should discuss when making the decision on the type of packaging to choose for the new product. In this video, identify three ethical considerations that the team should make when making this product packaging decision for the new juice line. Talk about how and why these ethical considerations are important.

In a 2–4-minute video, tell your team about the three ethical considerations that the team should make when considering the new product packaging and include the following:
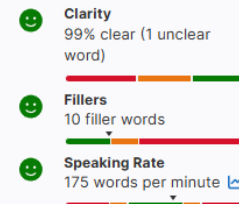
1. three ethical considerations the team should make in their discussion
2. why these ethical considerations are important
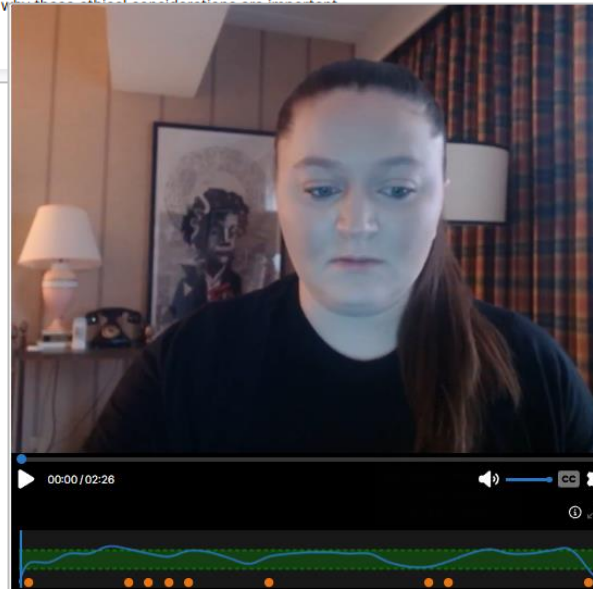
Recorded 07 Mar 10:10 am

413 words ⏱ 2 minutes, 20 seconds 📖 English 📅 3/7/2025, 10:11 AM

Delivery

🙂 **Clarity**
99% clear (1 unclear word)

🙂 **Fillers**
10 filler words

🙂 **Speaking Rate**
175 words per minute 📈

🧠 AI Coach
More information ↗

Transcript | Tone | Tips & Feedback

TRANSCRIPT

All Words ▼

Top Words and Phrases

|	
customers	10
ethical	7
important	7

Hi team. So I've thought about the ethical considerations we need to make when thinking about what type of packaging to choose for our new juice line. There are a couple of ethical considerations we as marketers have to make. First, it's making sure the packaging keeps the product safe for customers. Choosing a type of bottle that makes the juice safe to drink and keep customers healthy is important for us to do. Second, we need to choose a bottle that is like the size of other bottles, so customers can compare our product to other products. The bottles shouldn't get it should get people's attention, but it shouldn't be misleading, so that it's confusing to the customer about what they are actually getting compared to other products. Third, we want to make sure the bottle is labeled correctly and has all the information a customer needs to make a good choice for them. Some companies mislabel their packaging. This is a bad practice that our customers will not like. Like I said, choosing ethical packaging is
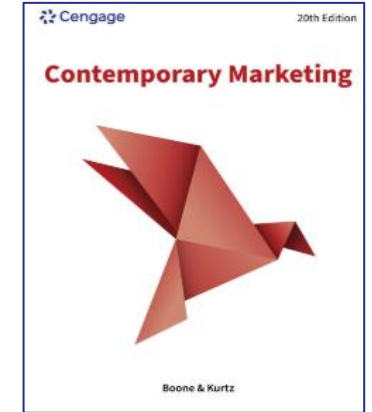
⚡ Cengage
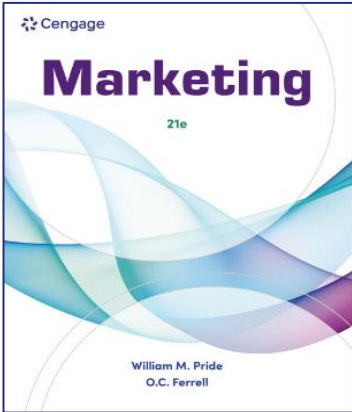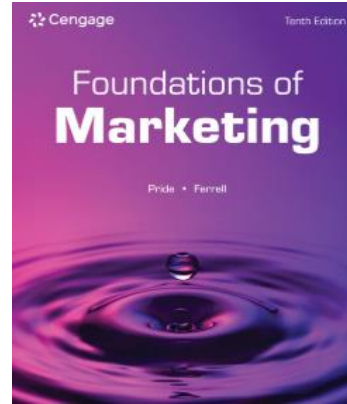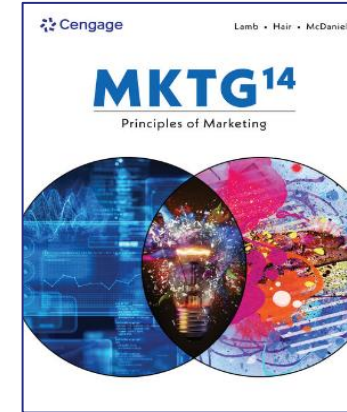
CY25

CY26

CY25*

CY26

Across Principles of Marketing:

Integrated AI narrative content
Cases
You Make the Decision simulations*
Connect It
Student Assistant

Preparing Students for Future Careers

Holistic Career Readiness

- Connecting foundational learning to application
- Layering opportunities to develop soft skills

Authentic Learning Experiences

- Hands-on experience with real-world software tools and company examples
- Developing employable skills

Innovative Content and Pedagogy

- Interactive and engaging content guided by learning science principles
- Integrating AI content and technology

Cengage

Preparing Students for Future Careers

1)Analytics

2)Decision Making

3) AI

Cengage B&E Product

Cengage