

Course Information

Distance Learning Course: MKT 120.71 Principles of Marketing

Course format: Internet

Textbook: Contemporary Marketing, 16th Edition, by Boone & Kurtz, South-Western. ISBN# 978-1-111-22178-2

Course Prerequisites/ Corequisites: None

Instructor Information	
Name	Staff
Office phone number	336-599-1181
E-mail address	
Office location	
Office hours	

Types of Required Assignments	Frequency of Assignment
Class Labs	0
Discussion Forums	12
Projects	3
Tests/Exams	1
Quizzes	15
Journal Entries	0
Writing Assignments	5
Other	3

Course Policies and Requirements	Hours
Average number of hours per week to be successful in a 12 to 16 week course	6
Average number of hours per week to be successful in a 8 week course	
Number of proctored exams required in this course	0
Number of times a student will need to travel to campus	0

Additional attendance requirements:

Policy on make-up exams and/or late assignments for this course:

Software/Technical Requirements	
Do assignments require the use of supplements bundled with the text book?	No
Is additional software required?	No

Additional comments: