

Course Information

Distance Learning Course: MKT 220.71 Advertising and Sales Promotion

Course format: Internet

Textbook: Belch and Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th ed. McGraw-Hill Irwin Publishing. 13 9780073404868

Course Prerequisites/ Corequisites: None

Instructor Information	
Name	Nicholas Ogada
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Office location	L115
Office hours	

Types of Required Assignments	Frequency of Assignment
Class Labs	0
Discussion Forums	10
Projects	4
Tests/Exams	1
Quizzes	13
Journal Entries	3
Writing Assignments	5
Other	4

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: Weekly online attendance is required. Online attendance will be measured by how often you access and complete course assignments within any given week. User activity reports will be generated to calculate overall student attendance. See the syllabus for more details on attendance requirements.

Policy on make-up exams and/or late assignments for this course: Late assignments may be subject to grading penalties up to and including receiving no credit for the late work turned in.

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

Additional comments: