

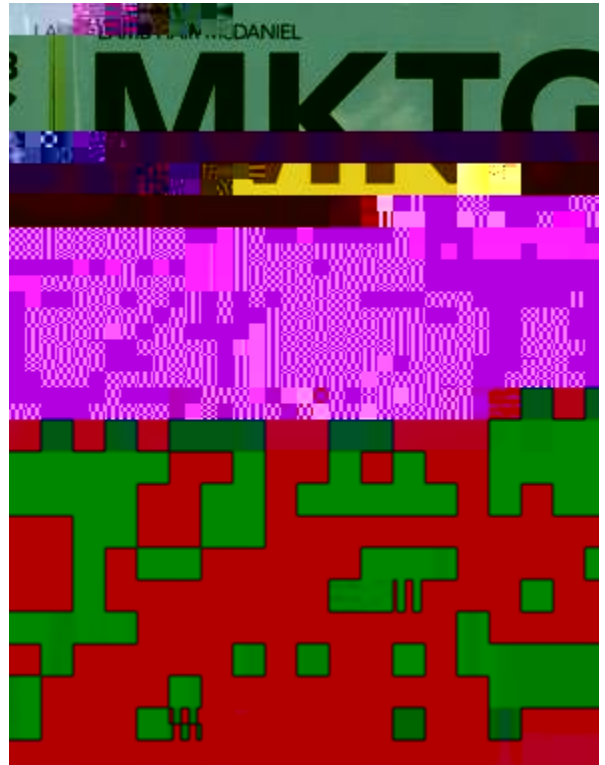
Marketing MGMT 0231  
Fall 2009

**Text:**

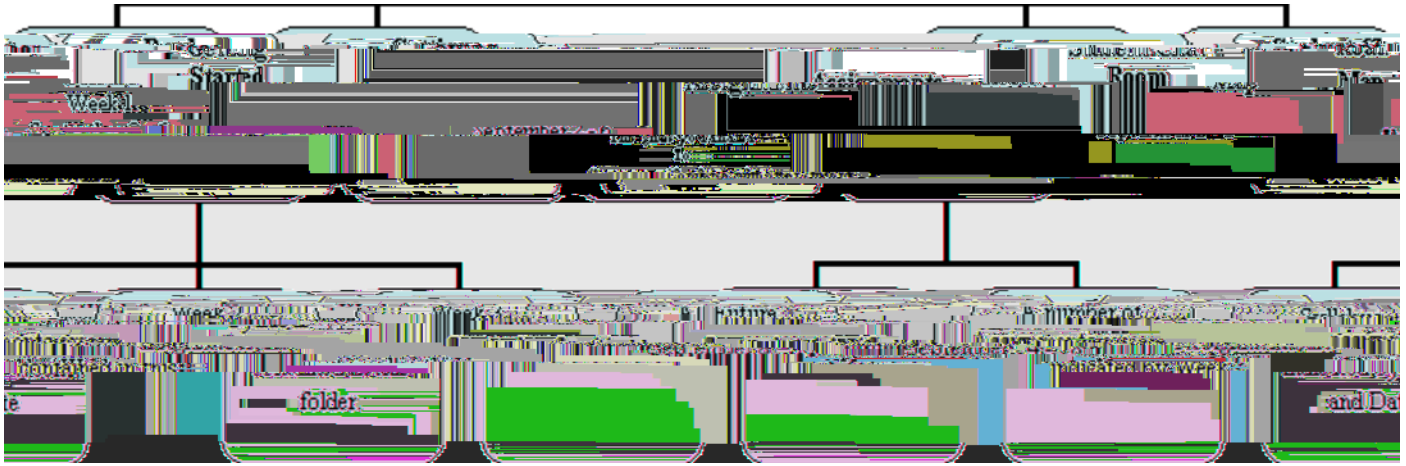
MKTG Lamb Hair McDaniel  
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**This course contains a number of activities:**

- Student Discussions (this requires students to comment on other students postings).
- Assignments, each student works individually
- Students read chapters
- Powerpoint lecture material that reinforce your reading
- Practice quiz
- Flash cards to help you learn terminology
- Quiz, every two chapters and students work independently. The quiz must be completed in the allocated time period, usually several days.
- Videos, either a discussion or quiz might be the next activity

Students are required to be active in the course at least twice per week.

Students that do not enter the course by September 8<sup>th</sup> will be withdrawn from the course!

This material should be interesting to you and the text is well written while educational. I am certain you will learn a lot and enjoy the course.