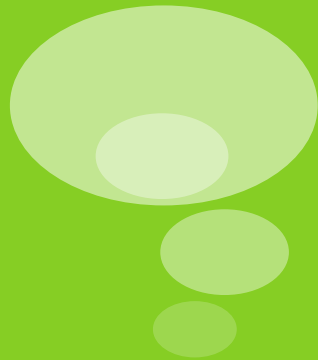


# MKT 120 Weekly Instructions

## Week 6



July 5 - 11, 2015

Topics:

- Chapter 12
- Chapter 13
- Chapter 14
- Chapter 15
- Test 3
- and more...

# ACTIVITIES

- 1. Read Chapters 12, 13, 14 and 15** in the printed textbook or in MindTap
  - View the flashcards
  - View the videos
- 2. Prepare for Test 3 (Covers Chapters 12 through 15)** – review
- 3. Continue working on your Final Project** – Go to the Final Project tab in the left navigation of Laulima for guidance and details. *Make certain you understand the due dates for each component draft. In order to receive credit, submit drafts of the project as scheduled.*

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M A R K E T I N G

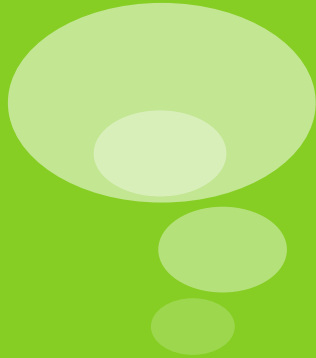
# ASSIGNMENTS

1. **MindTap Chapter Quizzes for Chapters 12, 13, 14 and 15** – Link <http://login.cengagebrain.com/course/MTPPSMFPZOMS> Go to Parts 4 and 5 → Chapter 12, Chapter 13, Chapter 14 & Chapter 15
  - **DUE no later than 11:59 p.m. Sunday, July 12<sup>th</sup> (50 points each quiz)**
2. **Test 3 (Covers Chapters 12 through 15)**– go to Laulima → Assignments, Tests and Surveys → Test 2
  - **DUE no later than 11:59 p.m. Sunday July 12<sup>th</sup> (100 points)**
3. **Continue Working on your Final Project** - Go to the Final Project tab in the left navigation of Laulima for guidance and details. *Make certain you understand the due dates for each component draft. In order to receive credit, submit drafts of the project as scheduled.*

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# Questions?



Join me during office hour in Blackboard  
Collaborate each Wednesday, 5p – 6p

Link:

<https://sas.illuminate.com/m.jnlp?sid=2009377&password=M.8F9D9702613A9C2F1C71253E671870>

