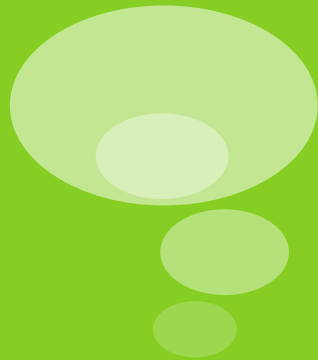


MKT 120 Weekly Instructions

Week 7



July 12 - 18, 2015

Topics:

- Chapter 16
- Chapter 17
- Chapter 18
- Chapter 19
- Test 4
- and more...

ACTIVITIES

- 1. Read Chapters 16, 17, 18 and 19** in the printed textbook or in MindTap
 - View the flashcards
 - View the videos
- 2. Prepare for Test 4 (Covers Chapters 16 through 19)** – 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.*

Continued on next page...



M A R K E T I N G

ASSIGNMENTS

- 1. MindTap Chapter Quizzes for Chapters 16, 17, 18 and 19** – Link <http://login.cengagebrain.com/course/MTPPSMFPZOMS> Go to Parts 6 and 7 → Chapter 16, Chapter 17, Chapter 18 & Chapter 19
 - **DUE no later than 11:59 p.m. Sunday, July 19th (50 points each quiz)**
- 2. Test 4 (Covers Chapters 16 through 19)**– go to Laulima → Assignments, Tests and Surveys → Test 4
 - **DUE no later than 11:59 p.m. Sunday July 19th (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.*

Continued on next page...



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>

