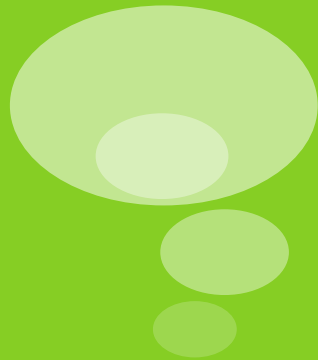


# MKT 120 Weekly Instructions

## Week 1



June 1 – 6, 2015

Topics:

- Course Introduction
- Laulima
- Cengage MindTap
- Blackboard Collaborate
- and more...

# ACTIVITIES

- 1. Read the Syllabus** to ensure you have a clear understanding of course expectations.
  - Go to Lulima → MKT 120 → Syllabus
- 2. View/Read the Modules tool** in Lulima to ensure you have a clear understanding of the following important items (go to Lulima → MKT 120 → Modules):
  - Go to Lulima → MKT 120 → Modules
    - Tuition Refund Schedule
    - Title IX Educational Amendments
    - The Core Rules of Netiquette
    - Lulima
    - MindTap – Cengage Learning
    - Blackboard Collaborate (BbC) Web Conferencing Tool
    - Discussion Post Rubric – Criteria for Grading



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# ACTIVITIES

## 3. View/Listen to the following videos

- **Course Introduction Video** [Click here to view the video](#) OR
- **Laulima** video tutorial
- **Cengage MindTap** video tutorial
- **Blackboard Collaborate** video tutorial

## 4. Read Chapter 1 in the printed textbook or in MindTap

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M A R K E T I N G

# ACTIVITIES

5. **Required Textbook with MindTap** for the Course (Refer to the syllabus for details)
- The required textbook bundle for this course is Contemporary Marketing, update 2015, 16th ed. (Boone & Kurtz, 2015) with MindTap Marketing Printed Access Card. ISBN: 978-1-305-13564-2 (use this ISBN to purchase the bundle at the bookstore).
  - MindTap is an online course management and learning system.
  - The bundle includes the printed textbook and the access card for MindTap which also includes an electronic version of the textbook.
  - **NOTE:** *If you already have the textbook or do not need a printed version, you may purchase access to the online course management & learning system only (includes eBook). Click [here](#) to purchase the eBook and access card. ISBN: 978-1-285-51301-0*



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# ASSIGNMENTS

1. **Create a Cengage account**
  - DUE immediately
2. **Register/Enroll in MindTap** - familiarize yourself with navigation and tools
  - DUE immediately
3. **Perform First Time User steps for Blackboard Collaborate** - prepare your computer and browser for logging into our online class sessions and office hour.
  - DUE immediately

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M A R K E T I N G

# ASSIGNMENTS

4. **Mandatory Blackboard Collaborate synchronous class session** Go to  
Laulima → MKT 120 → Assignments, Tests and Surveys

- At 7:00 p.m. – 8:00 p.m., Wednesday, June 3<sup>rd</sup> worth 25 points
- Link:  
<https://sas.illuminate.com/m.jnlp?sid=2009377&password=M.8F9D9702613A9C2F1C71253E671870>

The logo for Blackboard Collaborate, featuring the word "Blackboard" in a bold, black, sans-serif font, and "collaborate" in a lighter, grey, sans-serif font below it. To the right of the text is a purple double-right-pointing chevron symbol. The logo is set against a white rectangular background with a subtle drop shadow.

**Blackboard**  
collaborate™

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# ASSIGNMENTS

1. **Syllabus Quiz** Go to Laulima → MKT 120 → Assignments, Tests and Surveys
  - DUE no later than 11:59 p.m. Thursday, June 4<sup>th</sup> (100 points)
2. **MindTap Chapter 1 Quiz**
  - DUE no later than 11:59 p.m. Sunday, June 7<sup>th</sup> (50 points)



M A R K E T I N G