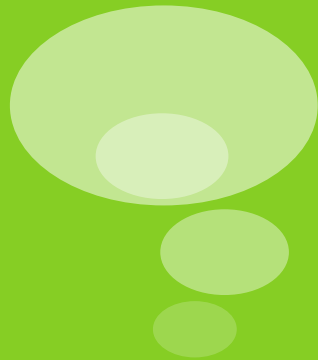


# MKT 120 Weekly Instructions

## Week 2



June 7 – 13, 2015

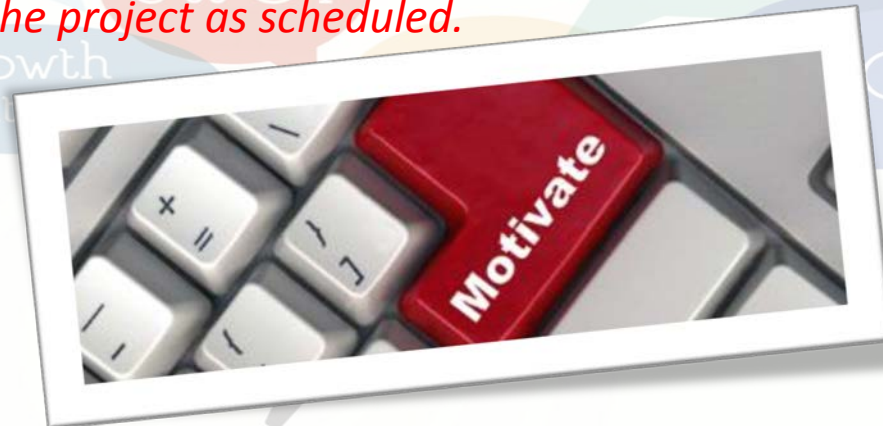
Topics:

- Chapter 2
- Chapter 3
- Appendix A
- Intro to Final Project
- and more...

# ACTIVITIES

- 1. Read Chapters 2, 3 and Appendix A** in the printed textbook or in MindTap
  - View the flashcards
  - View the videos
- 2. Introduction to 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. **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 10<sup>th</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 above the word "collaborate" in a lighter, grey, sans-serif font. To the right of "collaborate" is a purple double chevron icon. The entire logo is set against a white rectangular background with a subtle drop shadow.

**Blackboard**  
collaborate™

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# ASSIGNMENTS

## 5. MindTap Chapter Quizzes for Chapters 2 and 3 – Link

<http://login.cengagebrain.com/course/MTPPSMFPZOMS> Go to Part 1 → Chapter 2 & Chapter 3

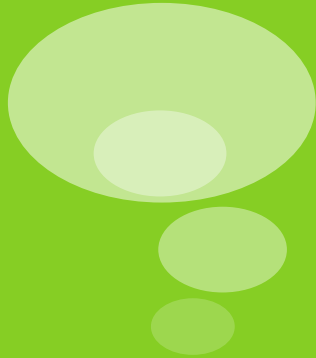
- DUE no later than 11:59 p.m. Sunday, June 14<sup>th</sup> (50 points)

## 6. Get started 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>

