

Course Information

Distance Learning Course: MKT 120.71 Principles of Marketing

Course format: Internet

Textbook: Contemporary Marketing by Boone and Kurtz 16th Ed. ISBN # 113362846X (Older Editions of the textbook also acceptable)

Course Prerequisites/ Corequisites: None

Instructor Information	
Name	Mark Wencel
Office phone number	336-599-1181, ext. 2180
E-mail address	Mark.wencel@piedmontcc.edu
Office location	C107
Office hours	

Types of Required Assignments	Frequency of Assignment
Class Labs	0
Discussion Forums	12
Projects	3
Tests/Exams	1
Quizzes	15
Journal Entries	0
Writing Assignments	5
Other	3

Course Policies and Requirements	Hours
Average number of hours per week to be successful in a 12 to 16 week course	6
Average number of hours per week to be successful in a 8 week course	
Number of proctored exams required in this course	0
Number of times a student will need to travel to campus	0

Additional attendance requirements:

Policy on make-up exams and/or late assignments for this course:

Software/Technical Requirements	
Do assignments require the use of supplements bundled with the text book?	No
Is additional software required?	No

Additional comments: