



DUAL CREDIT CHECKLIST:

Course Name:	Introduction to Marketing
Course Number:	MKTG1000
Program(s) to which this course can be applied:	Business, Business-Administration, Business-Accounting, Business-Entrepreneur, Aviation Management, Advertising and Marketing Communications, Automotive Business,
Can this course be used as a General Education credit?	No
Is there a hands-on component to the course? Please elaborate	This course combines lectures from the instructor with videos, interactive discussions, group activities, social media, print ads etc
Is there a textbook used with the course?	Students are expected to read assigned sections of the textbook provided.
What are the required assignments within this course?	Tests: 60% of mark; Assignments: 40% of mark
