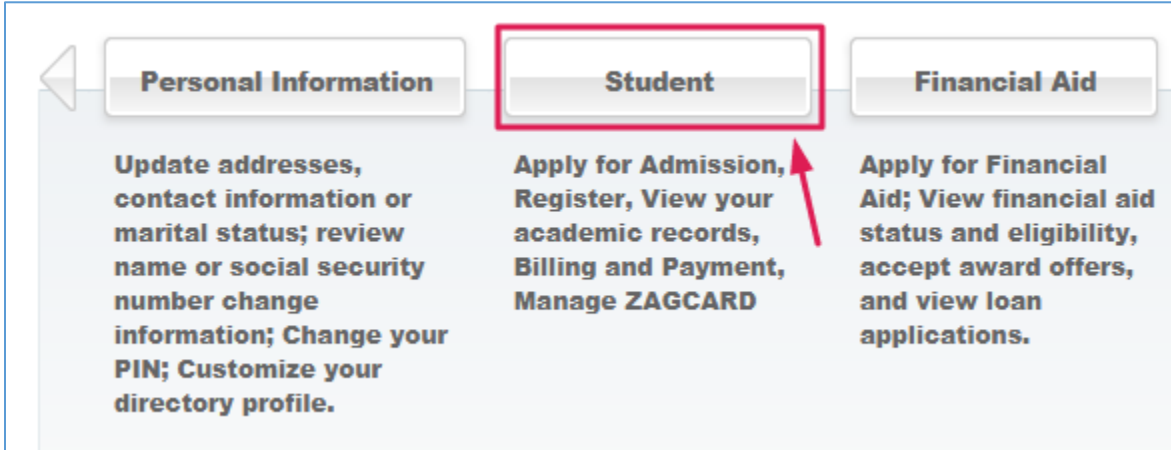


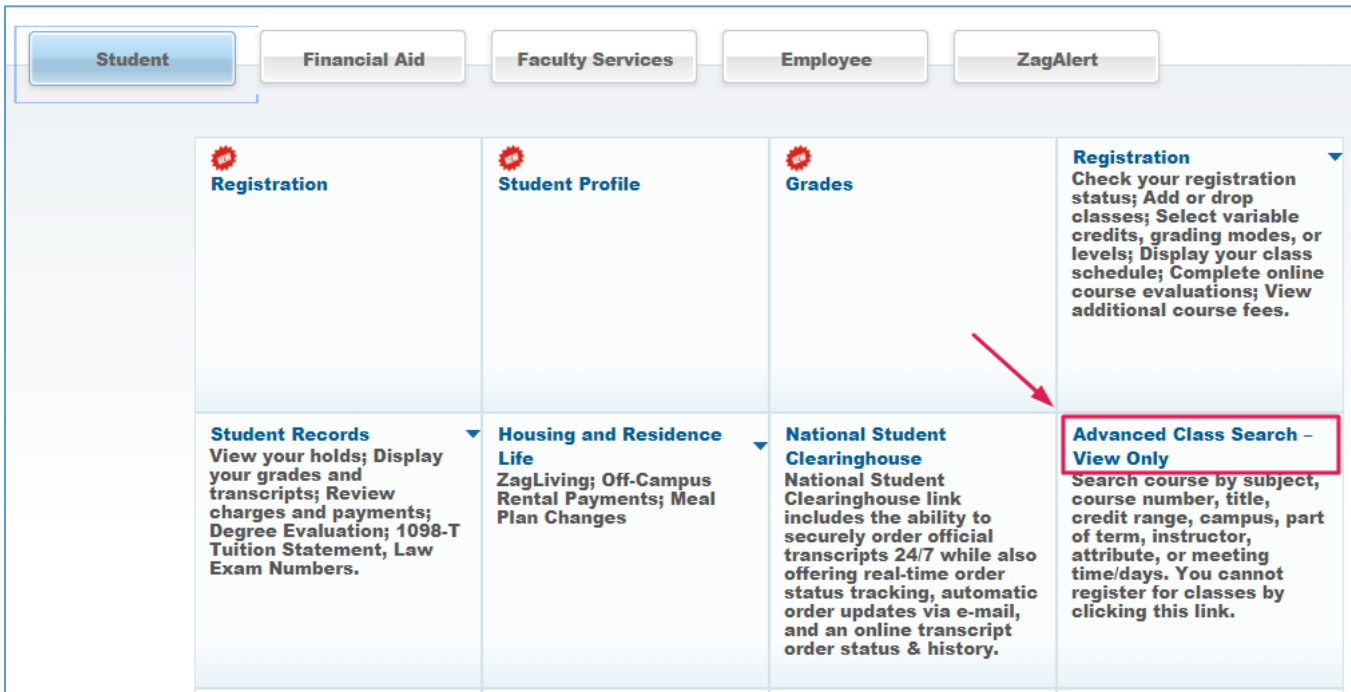
Gonzaga University Textbook Information

Information regarding textbooks required for a particular course(s) is located through a searchable course list found on the landing page in ZAGWEB. The textbook information is updated and relevant to each semester or summer session's course offering.

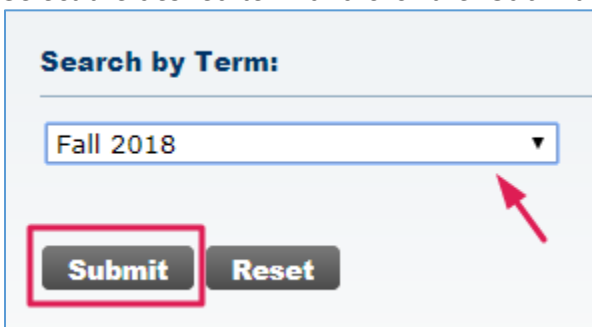
To access textbook information, log into ZAGWEB and click on the "Student" tab:



Click on the "Advanced Class Search" under the Student tab:



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Subject:
 MASTER OF TAXATION
 MASTERS ACCOUNTING
 MASTERS BUSINESS ADMINISTRATIO
 MATHEMATICS
 MECHANICAL ENGINEERING
 MILITARY SCIENCE
 MUSIC
 NATIVE AMERICAN STUDIES
 NURSE ANESTHESIA PRACTICE

Course Number:

Title:

Credit Range: hours to hours

Campus:
 All
 Florence
 Main

Part of Term:
 Non-date based courses only
 All
 ESL First Session
 ESL Second Session

Instructor:
 All
 Abeid, Mellad S.
 Acharya, Upendra Dev

Attribute Type:
 All
 Activity
 Additional Lab fee required

Start Time: Hour Minute am/pm

End Time: Hour Minute am/pm

Days: Mon Tue Wed Thur Fri Sat Sun

Click on "List of textbooks for this course (if any)" to see the related course materials for a particular course:


Principles of Marketing - 10900 - MKTG 310 - 04

Associated Term: Fall 2018
Registration Dates: 28-MAR-2018 to 05-SEP-2018
Levels: Post Baccalaureate, Post Baccalaureate Non-Matric, Undergraduate, Undergraduate Non-Matric
Attributes: Business Core requirement, Undergraduate credit


Main Campus
Lecture Schedule Type
Classroom Instructional Method
3.000 Credits

[View Catalog Entry](#)
[List textbooks for this course \(if any\)](#)

Scheduled Meeting Times

Type	Time	Days	Where	Date Range	Schedule Type	Instructors
Class	1:10pm - 2:00pm	MWF	Jepson Center 127	28-AUG-2018 - 14-DEC-2018	Lecture	James G. Helgeson (P) 

Zag Shop textbook availability is viewable by clicking on "Check Availability". Books to buy new, used, or to rent can then be selected and added to a cart for purchase. A 'print list' option is also available as a choice in order that textbook information is printed in hard copy.



Zag Shop - Gonzaga University Bookstore

RESULTS FOR:

All : Fall 2018 : MKTG : 310 : 04

1 Required Material(s)

Course Notes
FLO Students: Available at GIF. Older Editions acceptable

Required Material(s) (1)

Basic Marketing: Strategy Planning (w/out ConnectPlus)


Author: Perreault
Edition: 19th
ISBN: 9780078028984
Copyright Year: 2014
Publisher: McGraw-Hill

Type	Buy/Rent	Option	Rental Period	Provider	In Stock ?	Your Price
Hardcover	BUY	NEW			✓	\$235.50
Hardcover	BUY	USED			✓	\$176.75
Hardcover	RENT	NEW	Due: 12/14/18		✓	\$188.40
Hardcover	RENT	USED	Due: 12/14/18		✓	\$94.20
Digital	RENT		180 Days	McGraw-Hill	✓	\$137.00

Please Note: Course and pricing information is subject to change based upon updated data from publishers and instructors.

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Course Materials

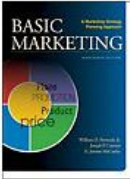
MKTG: 310: 04 : James Helgeson

[1 Required Material\(s\)](#)
Course Notes
FLO Students: Available at GIF. Older ... [more](#)

[Print List](#)

Required Material(s) (1) [Close All](#)

Basic Marketing: Strategy Planning (w/out ConnectPlus)

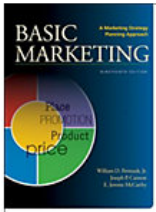


Author: Perreault
Edition: 19th
ISBN: 9780078028984

	Type	Buy/Rent	Option	Rental Period	Provider i	In Stock ? i	Your Price
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<input type="checkbox"/>	Hardcover	BUY	USED			✓	\$176.75
<input type="checkbox"/>	Hardcover	RENT	NEW	Due: 12/14/18		✓	\$188.40
<input checked="" type="checkbox"/>	Hardcover	RENT	USED	Due: 12/14/18		✓	\$94.20
<input type="checkbox"/>	Digital	RENT		180 Days	McGraw-Hill	✓	\$137.00

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