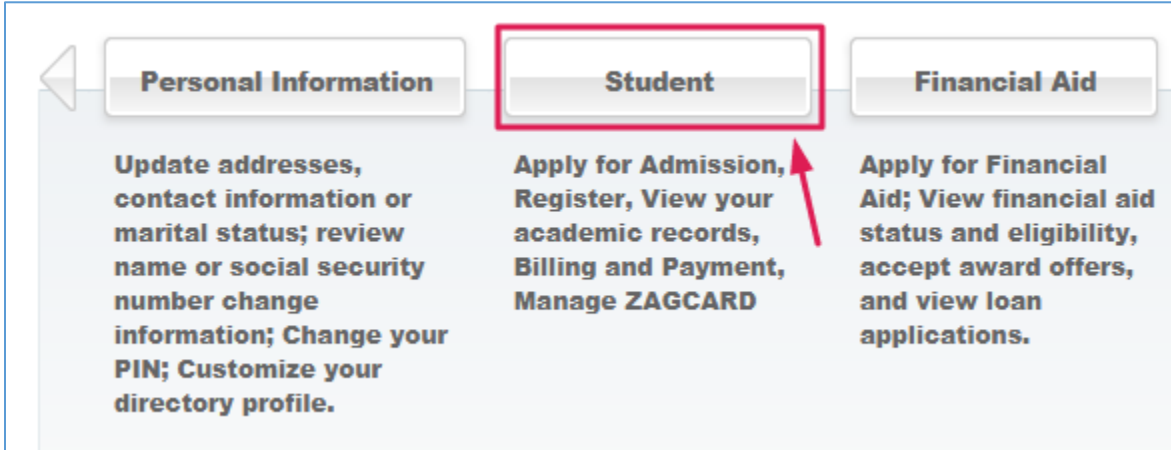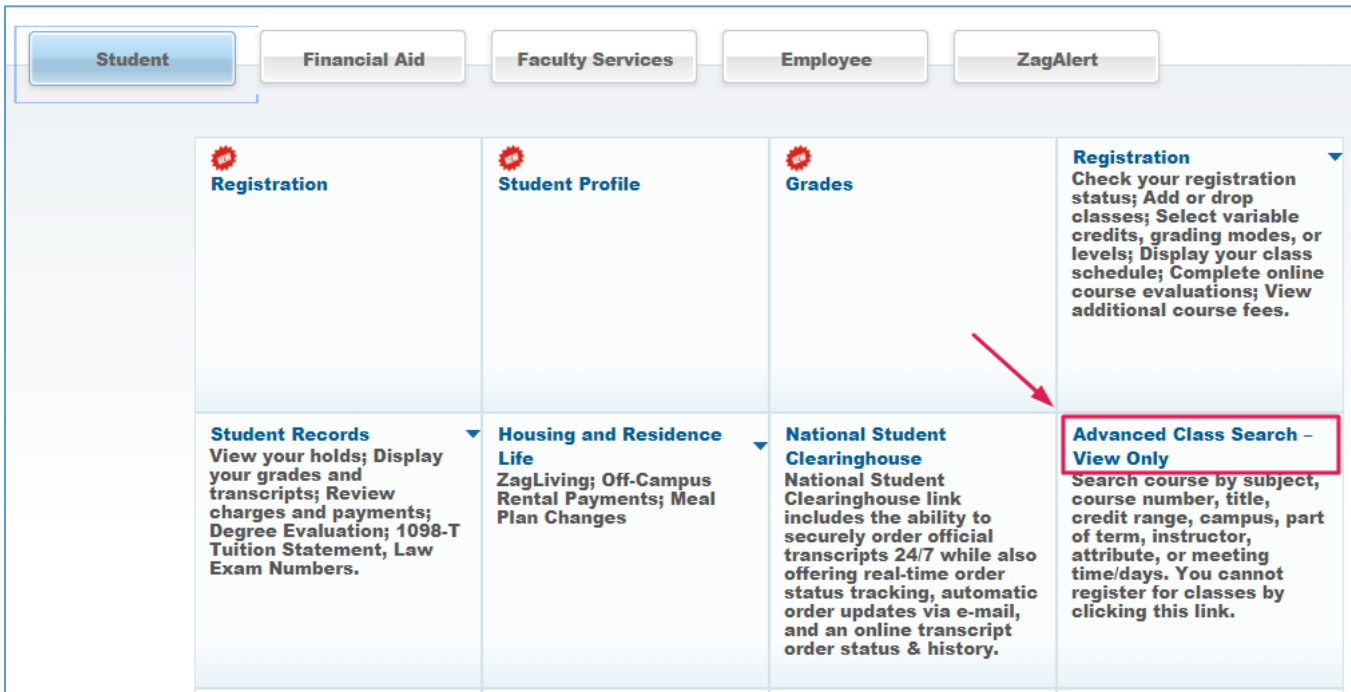# Gonzaga University Textbook Information

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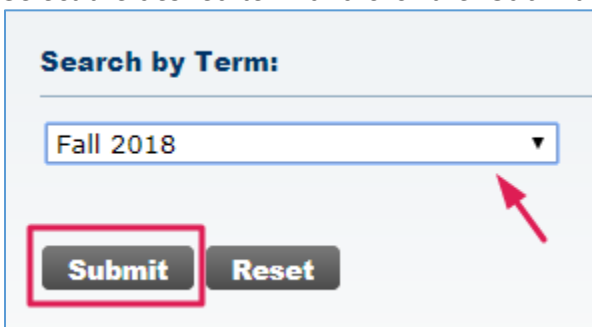
To access textbook information, log into ZAGWEB and click on the "Student" tab:

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

Select the desired term and click the "Submit" button:

All criteria are optional but selecting Subject and Course Number will help refine the results. Click on the "Class Search" button to view courses:

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

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.

→ **Check Availability**

Select the preferred textbook option and click "Add to Cart". If renting a textbook, information regarding the textbook return date is available along with associated charges for non-return once placed in the cart:

ZAG SHOP
Official Gonzaga Merchandise

Search by keywords or ISBN   All Departments

BOOKS   APPAREL & ACCESSORIES   GIFTS & COLLECTIBLES   SUPPLIES   TECHNOLOGY   SALE & CLEARANCE

PRICE MATCH AVAILABLE   *Click here for details ›*

Home > Textbooks & Course Materials > All : Fall 2018 : MKTG : 310 : 04

Course Materials
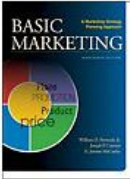MKTG: 310: 04 : James Helgeson

1 Required Material(s)

Course Notes
FLO Students: Available at GIF. Older ... more

Print List

Required Material(s) (1)   Close All
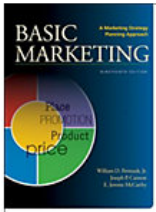
📘 **Basic Marketing: Strategy Planning (w/out ConnectPlus)**   —

BASIC MARKETING

	Type	Buy/Rent	Option	Rental Period	Provider i	In Stock ? i	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

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🛒 Add to Cart

To continue with purchase click on the "Checkout" button