distribution, and promotion).

Required Textbook/Materials:
This course uses Open Educational Resources (OER) compiled by Lumen Learning as Waymaker "Principles of Marketing." You access the material through this course on Blackboard. **To take more than the first two required quizzes you MUST purchase the activation code from the HCC Bookstore - about $40**. (Link posted on Blackboard)

CT State gives free access to web applications and downloads of Microsoft Word, Excel, PowerPoint, and OneNote. For more information, go to: Accessing Office 365. Click “Log In” on the upper right of the page. Log in using your Net ID and password.