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| **MRKT 170**  **Fundamentals of Advertising**  **CRN: 71246 Section 001**  **Tu Th 11:10 AM- 12:25 PM**  **MUB 270**  **mgooman@ccsf.edu - email CCSFmarketing.com – website**  **REVISED** | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| November 27, 29 | Chapter 9: Social Media  Chapter 11: Database & Direct Response  Chapter 12: Sales Promotions | **Exam 3: Chapter 7 – 10** ***(11/29)*** |
| December 4, 6 | Chapter 13: Public Relations |  |
| December 11 | Make-up Week | **Research Paper #4:** Febreze (**12/11)**  **Exam #4: Chapter 11 -13**  ***(12/ 11)*** |