

Fall 09
HSB Find Your Textbook

MKTG Course	Description	Call #	Time	Session	Days	Location	Instructor	Title	Author	ISBN	At CSUP Library	E Book
340, 1	Prin of Marketing	4170	12:00-12:50 pm		MWF	HSB 110	Gentry	Essentials of Marketing, 11th Ed. The Marketing Game, 3rd Ed.	Perreault & McCarthy Mason & Perreault	9780077216436 9780072513806	N	
340, 2	Prin of Marketing	4175	1:00-1:50 pm		MWF	HSB 110	Gentry	(Bundle Pk isbn#)		9780078171482	N	
340, 3	Prin of Marketing	4180	2:00-3:20 pm		TTH	HSB 108	Zeis	Marketing, 14th Ed	Pride & Ferrell	9780618799701	N	N
340, 4	Prin of Marketing	4211	5:30-8:45 pm	8/24-10/9	TTh	HSB 110	Shah	Marketing, 14th Ed	Pride & Ferrell	9780618799701	N	N
345, 1	Retail Management	4185	9:30-10:50 am		TTh	HSB 113	Shah	Retailing Management, 7th Ed	Levy	9780073381046	Y	Y
348,1	Consumer Behavior	4190	10:00-10:50 am		MWF	HSB 110	Gentry	Consumer Behavior: Buying, Having, and Being, 8th Ed.	Solomon	9780073526966	N	
440	Marketing Research	4216	11:00-11:50 am		MWF	HSB 120	Zeis	Marketing Research: An Applied Orientation, 6th Ed	Malhotra	9780136085430	N	N
441, 1	Marketing Strategies	4195	11:00-12:20 pm		TTh	HSB 111	Shah	Strategic Marketing, 9th Ed	Cravens	9780073381008	Y	Y
501, 2	Fundamentals of Mktg	4205	Arranged				Shah	Marketing, 10th Ed	Lamb/Hair/McDaniel	9780324591095	Y	Y