

# MAR 216: PRINCIPLES OF MARKETING



College Now at Front Range Community College

High School Select  
2016-2017

## **MAR 216** **Course Information**

College credits: 3

Guaranteed Transfer: No

Prerequisites: None

Tuition: \$0

**This FRCC college course presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer.**

MAR 216 is not guaranteed to transfer to other public colleges and universities. However, it can be used as an elective on the Associates of Arts degree. It is a requirement for the Associates of Applied Science degree in business at FRCC, and it applies toward several FRCC business certificates.

Students can expect to spend 6+ hours per week on this class at home, including reading, studying, and completing assignments. Resources are available at FRCC if you need assistance. For more information, please see: <http://www.frontrange.edu/being-a-student/academic-assistance>.

## College Now Programs at Front Range Community College

Front Range Community College's College Now program allows students to earn both high school and college credit for the same FRCC class. In High School Select, students take FRCC classes that are conveniently offered at the high school.

All curriculum and expectations are the same as in a college class—the only difference is the location. Students should expect that High School Select classes will be more challenging with a heavier workload than most typical high school classes.

In addition to the High School Select program, the College Now department also offers opportunities for high school students to take classes on campus. For a description of our programs, please visit [www.frontrange.edu/larimerhighschool](http://www.frontrange.edu/larimerhighschool).

### **What's the difference?**

**College Now classes** are college classes that appear on the FRCC transcript. Many classes are transferable to other public schools in Colorado.

**AP classes** are high school classes that are designed to meet college competencies. Students must pay for and pass a test at the end of the year to determine if they qualify for college credit.

**College Now programs are tuition-free.**

***Interested? Please see your HS counselor more information and enrollment instructions.***

College Now at Front Range Community College

Website: [www.frontrange.edu/larimerhighschool](http://www.frontrange.edu/larimerhighschool)

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