

IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

PROGRAM TITLE: MARKETING AND MANAGEMENT OCCUPATIONS

BOOK AND TOOL LIST

Textbooks may be purchased at the University Bookstore located at the Pond Student Union - Building #14. Textbooks may also be purchased or reserved on-line through www.efollett.com or the bookstore's website at www.isu.edu/bookstor. Payments may be made with cash, check, VISA, Mastercard, American Express, or Discover. A shipping charge will be added for mail orders. See the bookstore's website for more information on purchasing or reserving books or for refund policy information. **Save Your Receipts!**

**Approximate total book and tool costs for this program's options are listed below.
Additional book costs will vary depending on the courses taken to fulfill
general education requirements for the AAS degree.
For a breakdown of books by individual class requirements, you must check your course curriculum.**

NOTE: PRICES ARE SUBJECT TO CHANGE AT ANYTIME WITHOUT PRIOR NOTIFICATION

I. BOOKS LISTED BY COURSE

DESCRIPTION

APPROXIMATE PRICE

DESCRIPTION	APPROXIMATE PRICE	
BI 120 CONCEPTS OF ACCOUNTING		
COLLEGE ACCOUNTING (CH 1-13)	0073229386	92.00
COLLEGE ACCOUNTING (SG ETC: 1-13)	0073203485	58.00
HOME TEAM ADVANTAGE: SOLE PROPRIETORSHIP ETC	0073196855	57.00
BI 170 INTRODUCTION TO COMPUTERS		
GO WITH MICROSOFT OFFICE 2007 + MYITLAB	0132426169	120.00
MANT 121 ESSENTIALS OF MANAGEMENT		
EFFECTIVE MANAGEMENT: Multimed Appr (w/ 5 cd's & Access Code)	0324259117	70.00
MANT 130 BUSINESS COMMUNICATIONS		
BUSINESS AND ADMINISTRATIVE COMMUNICATION	0072350733	82.00
MANT 131 QUALITY CUSTOMER SERVICE		
CUSTOMER SERVICE	0130859591	34.00
MANT 135 WORKPLACE RELATIONS		
CUSTOMER SERVICE	0131989375	52.00
MANT 241 HUMAN RESOURCE MANAGEMENT		
FUND OF HUMAN RESOURCE MANAGEMENT	0073257945	137.00
MANT 245 INTRODUCTION TO FINANCE		
PRACTICAL FINANCIAL MANAGEMENT		80.00
MANT 250 SUPERVISION		
ONE MINUTE MANAGER	0688014291	20.00
WHO MOVED MY CHEESE?	0399144463	20.00
MANT 251 SMALL BUSINESS MANAGEMENT		
SMALL BUSINESS MANAGEMENT (with cd)	0072817976	91.00
MART 110 INTERPERSONAL RELATIONS		
LIFE'S LITTLE TREASURE BOOK ON SUCCESS	1558532803	5.00
ALL I REALLY NEED TO KNOW I LEARNED IN KINDERGARTEN	080410526X	7.00
YOUR ATTITUDE IS SHOWING	013022507X	35.00
YOUR ATTITUDE IS SHOWING, Self-Paced Exercise Guide	0130225126	24.00
MART 111 ECONOMIC ESSENTIALS		
ESSEN OF ECONOMICS	0073375809	141.00

MART 112 ESSENTIALS OF MARKETING		
MARKETING ESSENTIALS	0026441918	66.00
MARKETING ESSENTIALS WORKBOOK	0078249546	11.00
BUSINESS STUDENT WRITER'S MANUAL	0135980046	45.00
MART 113 MARKETING MATHEMATICS Books previously purchased		
MART 114 PRINCIPLES OF RETAIL SELLING No textbook required		
MART 115 BUSINESS CONCEPTS No textbook required		
MART 121 MARKETING APPLICATIONS		
ESSEN OF MKTG (Set: Txt/Apppl 05-06) (W/CD)	0073049205	131.00
MART 130 PROMOTION/DISPLAY		
ADVERTISING & PROMOTION	0073255965	184.00
MART 240 PROFESSIONAL SELLING		
SELLING TODAY: BUILDING QUALITY PARTNERSHIPS	0130274771	90.00
MART 242 E-COMMERCE		
INTRO TO E-COMMERCE	0072510242	104.00
PLANNING INTERNET MARKETING STRATEGIES	0471441090	20.00
MART 250 RETAIL TECHNOLOGY		
RETAILING MANAGEMENT (W/CD)	0072497017	118.00
MART 259 CAREER INTERNSHIP No textbook required		

APPROXIMATE TOTAL BOOKS	\$1,894.00
--------------------------------	-------------------

II. SUPPLIES AND FEES

DESCRIPTION	APPROXIMATE PRICE
Financial Calculator (MANT 121 & 245)	50.00
Notebooks, pens, pencils, calculator, miscellaneous items	90.00
Graduation Application Fee for First Certificate/Degree	20.00
Optional Graduation Application Fee for Each Additional Certificate/Degree	(10.00)
APPROXIMATE TOTAL SUPPLIES AND FEES	\$160.00

APPROXIMATE TOTAL - BOOKS AND OTHER EXPENSES - MMO PROGRAM	\$2,054.00
---	-------------------

ANTICIPATE ADDITIONAL EXPENSES ASSOCIATED WITH THIS PROGRAM:

TEXTBOOKS ASSOCIATED WITH ACADEMIC COURSES,

TRANSPORTATION, PARKING, CHILD CARE, HOUSING.

YOU MUST CHECK YOUR CLASS SCHEDULE TO DETERMINE TEXTBOOKS REQUIRED BY INSTRUCTOR.