

Spring 2014 Syllabus  
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### SPRING 2014 SEMESTER SCHEDULE

<b>Jan</b>	<b>14 Course Schedule</b> <b>16 Introduction &amp; Change</b>	<b>Mar</b>	<b>4 Second Speaker</b> <b>6 Product Strategy</b>
	<b>21 Markets</b> <b>23 Buyer Behavior</b>		<b>18 Product Strategy</b> <b>20 Service Strategy</b>
	<b>28 Buyer Behavior</b> <b>30 Mkt Information</b>		<b>25 Pricing Strategy</b> <b>27 Pricing Strategy</b>
<b>Feb</b>	<b>4 First Speaker</b> <b>6 1<sup>st</sup> Quiz</b>	<b>Apr</b>	<b>1 Third Speaker</b> <b>3 3<sup>rd</sup> Quiz</b>
	<b>11 Environment</b> <b>13 Environment</b>		<b>8 Supply Chain</b> <b>10 Supply Chain</b>
	<b>18 Business Strategy</b> <b>20 Marketing Strategy</b>		<b>15 Retailing Strategy</b> <b>17 Promotion Strategy</b>
	<b>25 Marketing Strategy</b> <b>27 2<sup>nd</sup> Quiz</b>		<b>22 Promotion Strategy</b> <b>24 4<sup>th</sup> Quiz</b>

### GRADING

**There will be four quizzes. If you take all four quizzes, I will drop the lowest quiz grade. You may also not take the fourth quiz if you are satisfied with the first three quizzes. You must take at least 3 quizzes to receive a grade in this course. Each quiz has 33 questions. I do not give makeup quizzes.**

## **TOTAL POSSIBLE POINTS**

**3 quizzes @ 33 points**

**99 points**

**Four extra credit events**

**8 points**

**107 points**

**Quiz questions will be multiple choice questions primarily coming from four major sources:**

- 1) Class lectures and discussions**
- 2) Articles assigned on my website**
- 3) PowerPoint slides on my website**
- 4) Current articles discussed in class**

**Please buy 4 blue scantrons needed for the four quizzes**

## **POINTS NEEDED FOR YOUR FINAL GRADE**

<b>93 points or higher</b>	<b>A</b>	<b>73-76 points</b>	<b>C</b>
<b>90-92</b>	<b>A-</b>	<b>70-72</b>	<b>C-</b>
<b>87-89</b>	<b>B+</b>	<b>67-69</b>	<b>D+</b>
<b>83-86</b>	<b>B</b>	<b>63-66</b>	<b>D</b>
<b>80-82</b>	<b>B-</b>	<b>60-62</b>	<b>D-</b>
<b>77-79</b>	<b>C+</b>	<b>Below 60</b>	<b>F</b>

**Academic Honesty: The U of H Academic Honesty Policy is strictly enforced by the Bauer College. No violation of this policy will be tolerated in this course. A discussion of the policy is included in the UH Student Handbook, <http://www.uh/dos/hdk/acadonpol.html>. Students should be familiar with this policy.**

**Accommodation for Student with Disabilities: The Bauer College would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone: 713-743-5400) and present approved accommodation documentation to their instructors in a timely manner.**