

Fall 2013 Syllabus
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FALL 2013 SEMESTER SCHEDULE

Aug 27 Introduction
29 Major Changes

Sep 3 Markets
5 Buyer Behavior

10 Buyer Behavior
12 Marketing Information

17 1st Quiz
19 Environment

24 Environment
26 Guest Speaker

Oct 1 Business Strategy
3 Marketing Strategy

8 Marketing Strategy
10 2nd Quiz

15 Pricing Strategy
17 Pricing Strategy

Oct 22 Guest Speaker
24 Product Strategy

29 Product Strategy
31 Service Strategy

Nov 5 3rd Quiz
7 Supply Chain Strategy

12 Supply Chain Strategy
14 Guest Speaker

19 Retailing Strategy
21 Promotion Strategy

Dec 3 Promotion Strategy
5 4th Quiz

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	<u>8 points</u>
	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 web site
- 3) Power point slides on my web site
- 4) Current articles discussed in class

Please buy 4 blue scantrons needed for the four quizzes.

POINTS NEEDED FOR YOUR FINAL GRADE

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

Academic Honesty: The U of H Academic Honesty Policy is strictly enforced by the Bauer College. No violations 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.

Accommodations for Students 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.