

**C. T. Bauer College of Business
University of Houston**

MARK 7371: Pricing Strategy (Fall 2021, asynchronous online)

Professor Dr. Ye Hu
 yehu.pricing@gmail.com
 Office Hours: Zoom (by appointment)

Software Microsoft Excel (2016+ or part of Office 365)

COURSE PREPARATION

1. This course is **asynchronous online**.
2. Do **NOT** use Apple's **Safari** browser when submitting quizzes/assignments/exams to Blackboard (known to cause loss of submissions).
3. The videos/materials/quizzes/assignments usually carry a deadline of **one week**. All quizzes/assignments must be submitted before the deadline. No late submissions will be accepted. If a student incurs a technical issue during the submission, the student must inform the instructor as soon as possible. **No excuse after the deadline will be accepted.**
4. When uploading documents to Blackboard (assignments, exams, etc.), it is the student's responsibility to stay on the webpage until Blackboard confirms successful submission. A submission that shows as "in progress" on Blackboard usually means the submission has failed to go through. In the case of such an event, the student **MUST** promptly contact the instructor and Blackboard support **before** the deadline. Any "in-progress" submission unreported before the deadline will receive 0 point. Again, do not use Apple Safari browser for submissions.
5. Make sure to visit UH Blackboard at least twice a week, appropriately spaced.
6. All course materials, quizzes, assignments, and exams will be posted on Blackboard. I will send out important reminders through Blackboard notification as well. **Make sure to allow Blackboard to send you notifications.**

ASSESSMENT AND GRADES

Your final grade in the course will depend on the total points you earn. There is no grade curve. The total points you earn is based on the following assessment method:

A. Weekly Progress Quizzes	25 points
B. Assignments	25 points
C. Exam 1	25 points
D. Exam 2	25 points

The point-to-grade conversion for the course will be as follows:

Points	Grade
90 ≤ Score	A
85 ≤ Score < 90	A-
80 ≤ Score < 85	B+
75 ≤ Score < 80	B
70 ≤ Score < 75	B-
65 ≤ Score < 70	C
60 ≤ Score < 65	D
Score < 60	F

ACADEMIC HONESTY

Please refer to UH student handbook for policies. We have a zero tolerance policy for cheating in this course.

LEARNING GOALS

Goal	Achieved through
Working Knowledge of Ethics and Legal Compliance	Legal and ethics aspects of pricing
Disciplinary Competence	Cutting edge pricing models in various aspects of business practice
Communication Skills	Quizzes/Assignments
Critical Thinking	Quizzes/Assignments, lectures, and exams

COUNSELING SERVICES

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS

<http://www.uh.edu/caps> by calling (713) 743-5354 for routine appointments or if you or someone you know is in crisis. There is no appointment necessary for the “Let’s Talk” program, a drop-in consultation service at convenient locations and hours around campus.

Visit <https://uh.edu/caps/outreach/lets-talk/index.php#hours> for more information.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C.T. Bauer College Business 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.

EXCUSED ABSENCE POLICY

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston

[Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons

including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

RECORDING OF CLASS

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with DisABILITIES](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Blackboard.

CALENDAR (Subject to change)

Week	Tuesday =	Topic	Notes
A "check your learning" quiz will be posted weekly, with a completion deadline of 7 days			
1	Aug 24	Introduction Costs	
2	Aug 31	Incremental breakeven analysis	Assignment (due in 7 days)
3	Sep 7	Competition	
4	Sep 14	Economic value to customers Willingness to pay	Assignment (due in 7 days)
5	Sep 21	Measuring WTP and Auctions	
6	Sep 28	Segmentation pricing	Assignment (due in 7 days)
7	Oct 5	Customer lifetime value Review for exam 1	
8	Oct 12	Exam 1	
9	Oct 19	Psychological aspect of pricing Legal issues of pricing (reading)	
10	Oct 26	Time customized pricing	
11	Nov 2	Nonlinear pricing	Assignment (due in 7 days)
12	Nov 9	Versioning Bundling	Assignment (due in 7 days)
13	Nov 16	Pricing in a channel Review for exam 2	
14		Happy Thanksgiving!	
15	Nov 30	Exam 2	

* Assignments are due one week from being posted on Blackboard.