

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

**MARK 4368: Pricing (Spring 2018)**

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Professor      Dr. Ye Hu  
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Office Hours: Thursdays 1:00-2:00 pm or by appointment

### **COURSE PREPARATION**

This is a hybrid course with most class sessions online.

1. **Make sure your UH email** (the one on <http://my.uh.edu>) **works** - students will receive an invitation email to join Google Classroom and EDPuzzle, in order to view class videos, complete assignments, and receive course materials.
2. The online course videos/materials/assignments usually carry a **deadline of one week**. All quizzes/assignments must be submitted before the set deadline. No late submissions will be accepted. Make sure to have access to your UH email at all times.
3. UH Blackboard will be used when necessary.
4. The **on-campus class sessions** (marked on the calendar) are **mandatory**.
5. The exams are on campus, and close-book, close-notes.

### **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. Quizzes/Assignments/Attendance	30 points
B. Take-home Excel Exam	10 points
C. Exam 1 (on campus)	30 points
D. Exam 2 (on campus)	30 points

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

<b>Points</b>	<b>Grade</b>
$93 \leq \text{Score}$	A
$90 \leq \text{Score} < 93$	A-
$85 \leq \text{Score} < 90$	B+
$80 \leq \text{Score} < 85$	B
$75 \leq \text{Score} < 80$	B-
$70 \leq \text{Score} < 75$	C
$60 \leq \text{Score} < 70$	D
$\text{Score} < 60$	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	Class sessions, quizzes, 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 [www.uh.edu/caps/outreach/lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html) 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.

**CALENDAR (Subject to change)**

Week	Date	Topic	Notes
1	Jan 16 Jan 18	<b><u>Syllabus and course requirements</u></b> Introduction	<b><u>On Campus Class</u></b>
2	Jan 23/25	Incremental breakeven analysis	
3	Jan 30/Feb 1	Economic value to customers Willingness to pay	
4	Feb 6/8	Auctions	
5	Feb 13/15	Segmentation pricing	
6	Feb 20/22	Psychological aspect of pricing Review for exam 1	
7	Feb 27 Mar 1	<b><u>In-class Exam 1</u></b> Legal issues of pricing (reading)	<b><u>On Campus Class</u></b>
8	Mar 6 Mar 8	<b><u>Competition-driven pricing</u></b> More competition pricing	<b><u>On Campus Class</u></b>
Spring Break			
9	Mar 20/22	Using Excel for pricing analysis <b>Take-home Excel exam</b> <b>Due 11:59 pm, Monday, Mar 26</b>	
10	Mar 27/29	Time customized pricing	
11	Apr 3/5	Nonlinear pricing	
12	Apr 10/12	Versioning Bundling	
13	Apr 17/19	Pricing in a channel Review for exam 2	
14	Apr 24 Apr 26	<b><u>In-class Exam 2</u></b> TBD: Flexible day	<b><u>On Campus Class</u></b>