

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

MARK 7371: Pricing Strategy (Fall 2020, online)

Professor Dr. Ye Hu
 yehu.pricing@gmail.com
 Office Hours: Zoom live, Thursdays 1:00-2:00 pm

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

COURSE PREPARATION

1. This is an **asynchronous online** course. The 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.
2. Make sure to have visit UH Blackboard at least twice a week.
3. Make sure your UH email (the one on <http://my.uh.edu>) works – I will send out important reminders through email.

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 | 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 (*specify how students will be notified of changes*).

CALENDAR (Subject to change)

Week	Tuesday =	Topic	Notes
A "check your learning" quiz will be posted weekly			
1	Aug 25	Introduction Costs	
2	Sep 1	Incremental breakeven analysis	Assignment (due in 7 days)
3	Sep 8	Competition	
4	Sep 15	Economic value to customers Willingness to pay	Assignment (due in 7 days)
5	Sep 22	Measuring WTP and Auctions	
6	Sep 29	Segmentation pricing	Assignment (due in 7 days)
7	Oct 6	Customer lifetime value Review for exam 1	
8	Oct 13	Exam 1	(24-hour window for completion)
9	Oct 20	Psychological aspect of pricing Legal issues of pricing (reading)	
10	Oct 27	Time customized pricing	
11	Nov 3	Nonlinear pricing	Assignment (due in 7 days)
12	Nov 10	Versioning Bundling	Assignment (due in 7 days)
13	Nov 17	Pricing in a channel Review for exam 2	
14		Happy Thanksgiving!	
15	Dec 1	Exam 2	(24-hour window for completion)

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