MKT 337 COURSE SCHEDULE
PRINCIPLES OF MARKETING
SPRING 2017

T/TH 9:30-11 A.M.

Instructor: Professor Herbert A. Miller, Jr.
Office Hours: T TH 9:30-11 A.M.
Office Location: GSB 5.124J
Office: 471-9806
Web Page: Canvas: Class messages will be posted on Canvas as well as your grade.
Be sure to link your email address to Canvas so you promptly get important messages
E-mail: Herb.Miller@mccombs.utexas.edu
   Please state the name of the course you are in, i.e. MKT 337, and the
class time, in the subject line of your e-mails.

TA: Chris Bilec
Office Hours: TBA
Office Location: 5th floor Outside GSB Events Room
Telephone: 471-1128 MKT. Dept. (leave a message at the Marketing Department)
E-mail: TBA

FYI: No TA office hours will be held until the 4th day of class.
   Prof. Miller will NOT begin official office hours until the 4th class day.
   If you need to speak with him before then, please contact him via e-mail.

REQUIRED TEXT
Foundations of Marketing (Special 19th Edition designed for Professor Miller’s Classes), 19th
Edition. Irwin/McGraw-Hill. Perreault & McCarthy…This Special Edition titled Foundation of
Marketing includes a Chapter on Demographics which the regular Basic Marketing textbook does
not have. The CORRECT TEXTBOOK for this class is the Foundations of Marketing 19th Edition
NOT the Basic Marketing 19th Edition.

In-class lecture material not in textbook

COURSE OBJECTIVES
This course is designed to introduce business students to the foundations of marketing as they
relate to the whole business enterprise. This course will be focusing on the understanding and
application of key marketing concepts. Memorization of the material in the text will not be
sufficient. Attendance in lectures and the participation in discussions during class will cement the
concepts, allow you to apply them to real business problems, and prepare you for the exams.

I will provide insight into the way in which customer wants and needs are transformed into a firm’s
strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles,
and cases all designed to give you a comprehensive understanding of marketing.
1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
2. To heighten your awareness of the interaction between business and society as it relates to marketing activities.
3. To expand your understanding of the marketing system and basic marketing vocabulary.
4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
5. To sharpen your analysis of business strategy and tactics from a marketing person’s perspective.
6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

**NATURE OF THE COURSE**

The course will be taught through a lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on “current events” related to marketing. You will be responsible for all speakers, films, and personal business examples covered in each class.

Several guest lecturers may be invited to class. They have special marketing expertise that will enrich the course content. There may be questions on examinations or quizzes from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. Please feel free to ask questions in class in order to enhance your learning and understanding of marketing concepts. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week, Financial Times, USA Today (money section), Fortune, Forbes,* and *The Wall Street Journal.*

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters **prior** to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

The class lecture will consist of PPT slides covering material in the textbook, PPT slides from outside sources, videos, articles, speakers, personal marketing experiences and current examples of marketing practices. You will be responsible for all material covered in class, including PPT slides not included in the Blackboard postings.

I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.
CLASS POLICIES AND EXPECTATIONS

Class sessions will include lecture, discussion, test, and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos. The keys to having a successful experience in this class include:

1. Commit yourself to learn the concepts presented in this class. Don’t simply memorize vocabulary words.
2. Be present at every class. At least ¼ of the questions on all exams will be based on lectures, other in-class activities, and the ensuing discussions that take place in class.
3. Blackboard is required for this course. Look at Blackboard announcements for weekly updates, import class notices, and grades. It is your responsibility to check Blackboard regularly.
4. Take notes during class on everything, including the videos and speakers.
5. Please turn off your cell phone ring tone.
6. Participate in class discussion and ask questions particularly with guest lecturers.
7. The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class lecture discussion will be much more meaningful.
8. Observe the marketing principles we discuss in class you journey through your daily life:
   - Read articles in the business press (e.g. Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
   - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
   - Consider why products you buy are priced the way they are.
   - Observe how many forms of advertising you encounter every day.
   - Consider how diverse consumers can be and the effect this has on marketing strategy.
   - Reverse engineer the marketing efforts you are exposed to and understanding how these efforts utilize (or don’t utilize) the marketing principles we discuss in this class.
9. Conduct yourselves professionally. This includes arriving to class on time, turning off your cell phones, refraining from personal conversations during class, and being respectful of your classmates, guest speakers, the TA and your instructor. Students not considering themselves professionally will be asked to leave the classroom. If you must leave class early, please leave via the back exit. I would appreciate it greatly.
10. I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the University of Texas and the degree and demean the honest efforts of the majority of students. The minimum penalty for act of academic dishonesty will be a zero for that assignment or exam.

GRADING

Your grade in the course will be determined on the basis of four examinations. Each exam will include 40 multiple-choice questions counting 2.5 points each. The questions will cover all the material covered in the TEXTBOOK (TEXT AND GRAPHS), CLASS LECTURES, CLASS SPEAKERS, FILMS, ARTICLES AND CASES DISCUSSED IN CLASS. You are
responsible for **everything covered in the previously stated areas**. There will be no curves given on the exams; however, if questions are judged to be worthy of consideration an adjustment may be given, to ensure fairness.

All exams will be available for review for **two weeks following the posted grades**. After the two-week period, the exams are **no longer available for review**. (Because of the size of the class, we cannot extend this beyond the stated time frame). Final grades will be assigned based on your semester average as follows:

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<thead>
<tr>
<th>Semester Average</th>
<th>Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>92-100</td>
<td>A</td>
<td>4.00</td>
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<tr>
<td>90-91</td>
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<td>88-89</td>
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<tr>
<td>82-87</td>
<td>B</td>
<td>3.00</td>
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<tr>
<td>80-81</td>
<td>B-</td>
<td>2.67</td>
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<td>78-79</td>
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<td>72-77</td>
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<tr>
<td>70-71</td>
<td>C-</td>
<td>1.67</td>
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<tr>
<td>68-69</td>
<td>D+</td>
<td>1.33</td>
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<tr>
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<td>60-61</td>
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Grades will be rounded per the conventional guideline (e.g. 91.5 will be considered an “A”, 91.4 will be considered an “A-”).

To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or –s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by EARNING it during the semester.

EXAMS

Exam #1 17% Chapters 1-5 & Lecture/Speakers/Videos/Articles
Exam #2 17% Chapters 5-9 & Lecture/Speakers/Videos/Articles
Exam #3 17% Chapters 10-13 & Lecture/Speakers/Videos/Articles
Exam #4 17% Chapters 14-17 Lecture/Speakers/Videos/Articles
Team Project 15% 10 Page Marketing Research Topic Paper + In class Presentation
NO EXCEPTIONS FOR LATE PAPERS

Case/Guest Speaker Summaries 7% 1 Page Summary of Case or Guest Speaker

Class Attendance and Group Project Participation 5%

Personal Branding Brochure 5%

EXTRA CREDIT OPPORTUNITY: Participate in Marketing Department Research Studies
You can earn 2.5 points per study up to a maximum of two studies or 5 points added to your lowest exam score by participating in research studies given through the Marketing Department Subject Pool. Again, you can only participate in two studies with a maximum earned extra credit of 5 points added to your lowest exam score.

You can register and check your extra credit status via the Marketing Department Subject Pool website at:

http://mccombs.sona-systems.com

You may go to the website and register today and you will be notified by e-mail when the first studies are posted online. Your participation in the studies will not be tallied until the end of the semester. If you have questions about your participation, you must contact the study coordinator. The TA and I do not have this information.

You are strongly encouraged to participate in a study. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. IF YOU MISS THESE OPPORTUNITIES, THERE WILL NOT BE ANY OTHER EXTRA CREDIT OPPORTUNITIES AVAILABLE TO YOU, SO PLAN AHEAD.

Questions regarding extra credit? At the beginning of the semester your TA will provide you with information on who to contact regarding the Extra Credit Marketing Research Studies.

You must bring your student ID card to each exam and present it when handing in your test. Failure to produce an acceptable ID will delay the grading of your exam!
You MUST come to class TEN MINUTES early on test days. If you come to class late on test days, you will have to wait until all tests are handed out before you can receive your test, so PLEASE COME EARLY so you can get started on your exam right away. There will be NO MAKE UP examinations. If you need special arrangements for your test please contact your TA AHEAD OF TIME.
EXAM POLICIES

Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. **You must take the exam on the dates indicated in the class calendar.** You will need to come to class ten minutes early on test days and bring your student ID card.

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, you will be given a zero.

Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas.

Exams will consist of multiple questions. The emphasis on these exams will be on the application of concepts. Understanding of text material and knowledge of definition are expected since they maybe test material.

Test grades will be posted Blackboard within two business days following the test.

The following rules are key to exam efficiency in a large class. Failure to any of these rules will result in a penalty:

1. Bring a photo ID to all exams. **You must bring your student ID card to each exam and present it.** Students without any ID will be checked by the Professor against the photo roster for the course. If you leave the exam without showing a photo ID or being checked against the roster, you will receive a zero grade regardless of your test answers. In other words, do not leave in a hurry. No exceptions will be made to this rule.

2. **Turn off all cell phones, PDAs, pagers, calculators, or any other personal technology** during exams, and do not have them on your desk or otherwise visible during the exam. No additional notes, books, headphones, or tools are allowed. This is for exam security.

3. **Bubble in Exam “A”, “B” or “C” your EID and full name in pencil on your Scantron** for all exams. Exams completed in ink cannot be read by the scanner and must be hand graded. If you do not comply with this, you run the risk of a wrong grade or not being graded at all.

4. You will be given warning 15, 10, 5 minutes before the exam time ends. Students arriving late to an exam will not be given additional time.

5. Use of pencils and erasers are allowed. The professor, TA and proctors will randomly examine your space and anything found to be more than your Scantron and exam questions material will be confiscated and your grade penalized with zero.

6. Stay in your seat until you are ready to turn in your exam. Leaving the room unaccompanied during the exam will not be permitted except in cases of medical emergencies (i.e. don’t Big Gulp right before a test!)

7. When you finish your exam, you must hand in your Scantron and exam questions sheets together.
8. Students who have English as their second language may bring a language book dictionary only (no electronic foreign language dictionary is permitted.) It will be inspected and should not include any notes, loose pages, or any additional course material/information.

9. Please accept the responsibility of aggressively avoiding ANY behavior that may appear to be cheating. Keep your Scantron sheet in front of you, your eyes on your own papers. NO ball caps allowed during the exam.

Should any TA or exam proctor observe a student behaving in a way that arouses their suspicion, they may ask the student to move to the back of the classroom to complete the exam and will ask the student to speak with me after class. This is not an accusation. I merely ask for an explanation of what was observed. Please be advised that I reserve the right to use ‘undercover’ proctors posing as students take exams. I will refer any suspected violations to the Office of the Dean of Students for investigation. An ‘F’ in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA office hours only. You may not remove the Scantron, exam, or exam key from the TA office. Removal of exam-related material from the TA office is considered cheating and will be treated as an incident of scholastic dishonesty. (Because of the size of the class, we cannot extend this beyond the stated time frame.)

No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

MEETING YOUR GRADE GOALS

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantages of them throughout the semester. Please note that grades are based on your inputs, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements and complete them on time and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will not provide notes for missed classes! A buddy system where a fellow student can take notes for you and you for them due to an absence is a smart idea.

It is always disappointing to hear from students at the end of the semester who did not take advantage of the available resources during the semester and are a point away from a higher grade. Do not be the one of them! All choices – even ‘right’ ones – have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, improvement, good intentions, needs, desires, etc.) so please put your effort into this class throughout the semester and accept the consequences of your choices.

MARKETING RESEARCH TOPIC PAPER (TEAM PROJECT)
The research paper can be about any marketing topic such as social media, sales promotion of a product or service, a new channel strategy, retailing, pricing, distribution strategy, demographic data such as the new emerging Hispanic or Asian demographic, consumer behavior pattern, ethical marketing, advertising, customer service, etc. This should give you a general as well as specific idea of what to do a research project on. It should be related to the subject of marketing. The project should be 10 pages and 1.5 spaced with at least 3 references. More information will be provided regarding the details of the project and expectation in the following weeks.

ARTICLES, SPEAKERS, AND FILMS
The class will have speakers, films and articles to add a real-world perspective to the topics discussed that day. Students will be responsible for the material discussed and covered during this class time.
I believe that being present at each lecture is important to do well in the class.
A percentage of each test will refer to videos shown during lectures as well as guest speakers, and articles discussed in class.

STUDENTS WITH DISABILITIES
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. Letter should be brought to the attention of the TA at the beginning of the semester to arrange accommodations. This must be due within two weeks of the start of the semester. YOU WILL BE ASSIGNED A TIME IN THE MCCOMBS TESTING CENTER FOR ALL FOUR EXAMS. YOU MUST TAKE THE EXAMS ON THE ASSIGNED DATE. FAILURE TO DO SO WILL RESULT IN A ZERO FOR THE EXAM. THERE WILL NOT BE ANY EXCEPTIONS GRANTED.

OTHER
TA: Your TA should be contacted on all grade, review, test, speaker, article, textbook, and absence issues, etc. Feel free to copy me on all email correspondence. Your TA will NOT provide notes for missed classes! Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.
Talking In Class: Talking in class is prohibited… PERIOD!!! Fellow students cannot hear the lecture, speakers, or films if others are talking. Please be respectful of others. If students consistently talk in class and/or are disrespectful to the professor and their fellow students, they will be reported to the Dean of Students Office for the appropriate disciplinary action.

ATTENDANCE
Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.
We will not provide class notes for classes that you have missed. I strongly recommend that you use a “BUDDY SYSTEM” to make sure that someone will be taking notes for you if you are absent.

Late to Class: Students coming into class late are requested to enter the class from the REAR DOORS ONLY. Entering the class doors through the side doors is disturbing to your fellow students, your instructor, and guest speakers.

Religious Holy Days: If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made. If you must miss a class, a work assignment, or a project in order to observe a religious holiday, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

ACADEMIC DISHONESTY
Marketing 337 will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at http://bevo2.bus.utexas.edu/udean/strudents/handbook/dishonest.html. By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. You should refer to the Student Judicial Services Web site at http://www.utexas.edu/depts/dos/sis/ or the General Information Catalog to access the official University Policies and procedures on scholastic dishonesty.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in the document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

FINAL THOUGHTS
Please take advantage of the opportunities in this course. I am here to help you learn as much as possible about marketing strategies and concepts. Please keep in mind that this is a dynamic course that incorporates the growth and changes in the field of marketing. Marketing requires you to integrate, to be imaginative, and to be decisive in situations with limited information. Develop a mindset that allows you thinking as a way of life. Remember, you will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career. At the same time, I will give you valuable insight into the real world that will benefit you as you pursue a career.
in an increasingly global marketplace.

Foremost, this course should be very enjoyable. **You will not get out of this class what YOU put into it.** If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn and succeed. I think you will find this one of most enjoyable practical courses you will take in your college career. **It will DEFINITELY help you get Ahead in Life.**

All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.
<table>
<thead>
<tr>
<th>Day</th>
<th>Month</th>
<th>Date</th>
<th>Topic</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>T</td>
<td>Jan</td>
<td>17</td>
<td>Introduction to the Principles of Marketing <em>Purpose &amp; and Scope of the Course</em></td>
<td>Intro/Film</td>
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<tr>
<td>TH</td>
<td>Jan</td>
<td>19</td>
<td>Marketing Value to Consumers</td>
<td>Chapter 1</td>
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<tr>
<td>T</td>
<td>Jan</td>
<td>24</td>
<td>Marketing Value to Consumers</td>
<td>Chapter 1</td>
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<tr>
<td>TH</td>
<td>Jan</td>
<td>26</td>
<td>Marketing Strategy Planning</td>
<td>Chapter 2</td>
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<td>T</td>
<td>Jan</td>
<td>31</td>
<td>Marketing Strategy Segmentation &amp; Positioning</td>
<td>Chapter 3</td>
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<tr>
<td>TH</td>
<td>Feb</td>
<td>2</td>
<td>Evaluating Opportunities</td>
<td>Chapter 4</td>
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<td>T</td>
<td>Feb</td>
<td>7</td>
<td>Demographic Dimensions of Consumer Behavior</td>
<td>Chapter 5</td>
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<tr>
<td>TH</td>
<td>Feb</td>
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<td><strong>EXAM 1 (Chapters 1-5, Articles, Speakers &amp; Films, Guest Speaker Lecture, Non-Textbook Lecture Material)</strong></td>
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<td>T</td>
<td>Feb</td>
<td>14</td>
<td>Guest Speaker/Case Analysis</td>
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<td>Feb</td>
<td>16</td>
<td>Consumer Behavior</td>
<td>Chapter 5</td>
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<td>21</td>
<td>Business Customers &amp; Buying Behavior</td>
<td>Chapter 6</td>
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<td>TH</td>
<td>Feb</td>
<td>23</td>
<td>Marketing Information</td>
<td>Chapter 7</td>
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<td>T</td>
<td>Feb</td>
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<td>Product Planning</td>
<td>Chapter 8</td>
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<td>TH</td>
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<td>Product Management &amp; New Product Development</td>
<td>Chapter 9</td>
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<td>Mar</td>
<td>7</td>
<td>Personal Branding</td>
<td>Lecture</td>
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<td>TH</td>
<td>Mar</td>
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<td><strong>EXAM 2 (Chapters 5-9, Articles, Speakers &amp; Films, Guest Speaker Lecture, Non-Textbook Lecture Material)</strong></td>
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<td>Mar</td>
<td>14</td>
<td><strong>Spring Break</strong></td>
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<td>TH</td>
<td>Mar</td>
<td>16</td>
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<td>T</td>
<td>Mar</td>
<td>21</td>
<td>Place &amp; Development of Channel Systems</td>
<td>Chapter 10</td>
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<tr>
<td>TH</td>
<td>Mar</td>
<td>23</td>
<td>Distribution, Customer Service &amp; Logistics</td>
<td>Chapter 11</td>
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<td>T</td>
<td>Mar 28</td>
<td>Guest Speaker/Case Analysis</td>
<td>Chapter 12</td>
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<td>TH</td>
<td>Mar 30</td>
<td>Retailing, Wholesalers &amp; Their Strategies</td>
<td>Chapter 12</td>
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<td>T</td>
<td>Apr  4</td>
<td>Integrated Marketing Communications</td>
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<td>TH</td>
<td>Apr  6</td>
<td><strong>EXAM 3 (Chapters 10-13, Articles, Speakers, Films, Guest Speaker Lecture, Non-Textbook Lecture Material)</strong></td>
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<tr>
<td>T</td>
<td>Apr  11</td>
<td>Personal Selling &amp; Sales Management</td>
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<td>TH</td>
<td>Apr  13</td>
<td>Advertising and Sales Promotion</td>
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<td>T</td>
<td>Apr  18</td>
<td>Pricing Objectives &amp; Price Setting</td>
<td>Chapter 16, 17</td>
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<td>TH</td>
<td>Apr  20</td>
<td><strong>TEAM PRESENTATIONS</strong></td>
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<td>May  2</td>
<td><strong>TEAM PRESENTATIONS/Ethics in Marketing</strong></td>
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<tr>
<td>TH</td>
<td>May  4</td>
<td><strong>EXAM 4 (Chapters 14-17, Articles, Speakers &amp; Films, Guest Speaker Lecture, Non-Textbook Lecture Material)</strong></td>
<td><strong>EXAM</strong></td>
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**NO FINAL**