

Mkt 337H Honors Marketing

**Prof. Leigh McAlister**, leigh.mcalister@mccombs.utexas.edu

**Objective:** Shift from running a company to *growing* a company

**Text:** *The Growth Gears*, Saxby & Hayes (on Amazon)

**Course Organized Around *The Growth Gears*:** Insight (consumers, business customers, innovation), Strategy (positioning) and Execution (brands, pricing, channels)

**Class:** Lecture, discussion, exercises, quizzes, guest speakers. Participate, be prepared, be professional.

**Grading:** Quizzes = 40%, Cold Calls = 5%, Participation = 30%, Team Exercises = 25%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Points** | **Quizzes** | **Cold Call** | **Class Participation**  | **Exercise**  |
| 0 | Absent | Absent | Absent | Absent |
| * 1-6
 | Answer shows some insight; not fully correct. | Answer shows some insight; not fully correct | Repeated comment, disruptive disrespectful  | * Answers not meet minimum requirement of being correct
 |
| 7 | Present |
| 8 | Correct. | Correct. | Correct. |
| 9 | Correct plus | Correct | Correct plus  | Correct plus |
| 10 | Best imaginable  | Correct plus | Above and beyond; Chosen to present to class  | Best imaginable |

Two **excused absences** or drop two lowest grades. More than 2 absences, document with SES.

**Grade appeal:** Typed, within one week, can raise or lower grade

**Extra Credit:** Up to 3, <http://mccombs.sona-systems.com> Larissa.garcia@mccombs.utexas.edu