

Mkt 337H Honors Marketing -05885 (MW 9:30) and 05890 (MW 11)

CBA 5.330

**Prof. Leigh McAlister**, [leigh.mcalister@mccombs.utexas.edu](mailto:leigh.mcalister@mccombs.utexas.edu) MW 4-5

**TAs** 9:30 Marcelino Chavez [marcellino.chavez@utexas.edu](mailto:marcellino.chavez@utexas.edu)11 Robina Ghosh [robina.ghosh@utexas.edu](mailto:robina.ghosh@utexas.edu) **Harvard**  9:30 <https://hbsp.harvard.edu/import/846911> 11 <https://hbsp.harvard.edu/import/846913>

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

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

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

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

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| --- | --- | --- | --- | --- |
| **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.

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

**Extra Credit:** Up to 3, <http://mccombs.sona-systems.com> [paige.abbott@mccombs.utexas.edu](mailto:paige.abbott@mccombs.utexas.edu)

**Recruiting, Disabilities, Diversity, Religious Holidays, Dishonesty, Safety**: See full syllabus on Canvas.

