



## **MKTG 3723 Section 201**

### **Principles of Marketing Course Syllabus**

Course Dates: January 11 - May 7, 2021  
Meeting Location: Dillard College of Business 101, 9:30-10:50 am ([Course Livestream](#))  
Credit Hours: 3  
Professor: Andrea Bennett, Ph.D.  
Pronouns: She, her, hers  
Office: Dillard Building Room 215  
E-Mail: [andrea.bennett@msutexas.edu](mailto:andrea.bennett@msutexas.edu)  
Office Hours: MW 1-3 (in-person); T 1-2 (virtual); by appointment (preferred)  
Zoom Link for Virtual Office Hours:  
<https://msutexas-edu.zoom.us/j/7770025761?pwd=KzRtUis4SFVPQUUpCdWxDRGNnNmJ0Zz09>

### **Communication Expectations**

In-class announcements and D2L, including News items and emails, is the primary tool that I will use to communicate directly with you during this semester. Therefore, please make sure that you have set up your D2L account to [forward emails and notifications to your preferred email address](#).

Students should communicate with me either through the D2L email platform or by emailing me directly (preferred). I will always try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please allow 1 business day for a response. If you do not hear back from me within 1 business day, please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not realize that I had the email. Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. For Article Reviews, I will have the submission graded and the grade posted within one week of its upload. Research Participation grades will be posted at the end of the semester after the SONA credits have been tabulated. Extra credit points will be posted throughout the semester, but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

## Welcome to MKTG 3723 (Principles of Marketing)!

This course is designed to provide a foundational overview of the study and practice of marketing. Throughout this semester, we will become familiar with marketing in-general and then delve more thoroughly into each of the 4 P's (product, place, promotion, and price) that provide the foundation on which marketing theory and practice are built. My goal is for you to leave this course not only with a theoretical understanding of marketing, but also with a keen awareness of how marketing impacts your daily life.

## Course Description (from MSU catalog)

A description and analysis of business activities designed to plan, price, promote, and distribute products and services to customers. Topics include the marketing environment, consumer behavior, marketing channels, governmental regulations, advertising, and current marketing practices.

**Prerequisites:** Junior standing or above or consent of the chair, and ECON 2433 or equivalent

## Course Structure

The course combines lectures, readings, class discussions, exams and applied exercises. Students are expected to bring to the class insights from readings, experience, or close thinking about the issues. Thus, **each student is expected to participate in class discussions.**

Students are welcome to take advantage of both the in-person and virtual office hours outlined at the beginning of this syllabus or to schedule (preferred) and in-person or virtual meeting with me by emailing [andrea.bennett@msutexas.edu](mailto:andrea.bennett@msutexas.edu) or contacting me through D2L.

## Course Objectives

Upon completion of this course, students should be able to:

1. Define "marketing" and explain its role in and importance to individuals, firms, nonprofit and government organizations, and society.
2. Understand the importance of strategic marketing and describe various tactics used in its processes.
3. Understand the importance of consumer behavior to marketers. Describe various elements that can impact consumer behavior, noting which marketers can control or influence and which are beyond marketing's influence/control.
4. Understand and describe the elements of the marketing mix for products (4Ps):
  - a. Product: Define "products" and understand the New Product Development process and the Product Life Cycle
  - b. Place: Identify various marketing channels and supply chain members and their functions
  - c. Promotion: Define the promotion mix and understand the elements and importance of integrated marketing communications
  - d. Price: Define transactions and explain various pricing strategies and objectives

5. Understand the real-world application of course content and apply analytical thinking and writing to critique marketing practice and theory.

## Textbook & Instructional Materials

### Required Materials:

- *Principles of Marketing* (2010), University of Minnesota Libraries Publishing (Creative Commons License CC BY-NC-SA), accessible via [Link to Publisher Information](#)  
<https://open.lib.umn.edu/principlesmarketing/front-matter/publisher-information/>
- Subscription to Bloomberg Businessweek
  - Access via <https://bsc.peregrineacademics.com/>
  - A subscription is provided for free to students by the Dillard College of Business. Use registration code: BSC-MWS-362
  - Complete registration instructions are posted on D2L.
- Other materials as provided/assigned by instructor

## Course Technology & Skills

### Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn

### Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to **at least**:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs

### Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

### Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

## Important Dates

- Change of schedule or late registration: Jan. 11 - 13
- Martin Luther King Jr.'s birthday (observed) - no classes: Jan. 18
- Deadline to apply for May graduation: Feb. 15

- Summer and Fall 2021 schedules of classes available online: mid-March
- Holiday break: March 31 (10pm) - April 5 (12 am)
- Last Day to drop with a grade of “W”: April 23 @ 4pm (after 4pm, drops will receive grades of “F”)
- Last day of classes: April 23
- Final exams begin: April 24
- Commencement: May 1

*Note: It is the student’s responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.*

## Course Activities

Activities	Points
Unit Exams	5 @ 100 points each = 500 points
Bloomberg Article Reviews	4 @ 25 points each = 100 points
Research Participation	50 points
Final Exam*	100 points
<b>Total Course Points</b>	<b>750</b>

*\*The Final Exam is optional, and the decision whether to take it is completely up to the student. Information will be provided to make an informed decision related to taking the Final Exam.*

**Please note:** In the case of decimals, I will follow the rules of basic mathematics and round down decimals <.5. I will round up .5 and greater.

For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

## Grading Scale

Actual Points	Percentage	Letter Grade
671 and Higher	90 and Above	<b>A</b>
596 to 670	80 to 89	<b>B</b>
521 to 595	70 to 79	<b>C</b>
446 to 520	60 to 69	<b>D</b>
Less than 446	Less than 60	<b>F</b>

## Brief Descriptions of Course Activities

### Unit Exams

You will have five (5) unit (non-cumulative) exams throughout this course. Exams will be posted to D2L and are due by the date outlined in the Course Schedule.

## **Bloomberg Article Reviews**

You will be required to submit four (4) reviews of marketing-related articles from the *Bloomberg Businessweek* subscription provided to you by the Dillard College of Business. The purpose of these exercises is to provide you experience in interpreting, analyzing, discussing, and applying business information.

You will select four articles throughout the semester to review, based on your interests and schedule. All reviews must be complete by the date specified on the course calendar.

**Though there are no set due dates, I will only accept one (1) review from each student during the final week before they are due.**

To complete the Article Reviews:

1. Find an article via your provided subscription to Bloomberg Businessweek that is relevant to marketing and the topics we are or have overviewed in class
  - a. Note: Reviews of articles published during previous semesters will not be accepted
2. Read the article and upload a five-page analysis to the appropriate Dropbox in D2L that contains the following elements:
  - a. Cover page (1 page):
    - i. The article's title with a link to the article
    - ii. Reviewed by [Your Name]
    - iii. Date submitted
  - b. Summary (1 page): A brief summary of the article
  - c. Analysis (2 pages): Include the following headings:
    - i. **Application of Marketing Concepts:** How does this article relate to the marketing concepts/strategies you have learned and/or are learning in this course?
    - ii. **Application to the Marketing Discipline:** How does this article add to the knowledge within the marketing field or the practice of marketing?
      1. Why is this article significant to marketers? Why would a marketing professional be interested in this article? How would a marketer use the information provided by the article to make better decisions?
    - iii. **Application to Society:** How does this article affect the broader business world, society, policymakers, consumers, and you?
    - iv. **Conclusion and Recommendations:** Your final thoughts and recommendations related to the subject of the article.
  - d. Formatting:

- i. You must use correct course terminology, concepts, and frameworks in your article critiques to demonstrate your understanding and application of the concepts learned in class. Part of your grade will be determined by your correct usage of the course terminology, concepts, and frameworks.
- ii. References: Use additional resources to justify your claims. At a minimum, you should reference the course materials that have been provided to you (the textbook and additional resources, both optional and required). For maximum points, you should also reference additional credible sources.
  1. In-text citations are required (APA style)
  2. The reference list should be formatted using APA style ([https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_style\\_introduction.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html))
  3. Double-spaced, Times New Roman, 12 point font; 1" margins
  4. Upload your submission as a Word document

### **Research Participation**

As part of your learning experience in this course, you are required to participate in research studies related to marketing, logistics, and operations management, available via the University of North Texas' SONA site.

To participate in these studies, you **must** create an account on [UNT's College of Business REP webpage \(unt-cob.sona-systems.com\)](http://unt-cob.sona-systems.com), which allows you to browse and sign up for available studies. The amount of credit assigned is based on the length of time required to complete the study.

- Short online studies (5-14 mins) earn 1 credit
- Medium online studies (15-29 mins) earn 2 credits
- Long online studies (>30 mins) earn 3 credits
- You may see posting for 5-point in-person studies, but MSU students are not able to participate in those, as they take place on UNT's campus

**You are required to accumulate 25 SONA credits to earn the associated 50 course points.** If you **fail to accumulate the required SONA credits**, your course points will be the equivalent of the percentage that you earn (e.g., if you earn 10 of the required 25 SONA points, you will have accumulated 40% of the required points. Therefore, you will receive 40% of the available 50 course points, or 20 points). If you accumulate more than the required 25 SONA credits, I will award you 1 extra credit point for each additional SONA credit you accumulate. There is no limit on the amount of extra credit you can earn in this way.

**Please note:** When you participate in research, please respond to the study items as honestly and accurately as possible. These studies reflect someone's hard work, research,

and career -- which is more important than a few course credits. If I find that anyone is being routinely removed from study samples for providing unusable data, your SONA account will be deleted and you will forfeit the right to participate in these research studies/receive these points.

To sign up, please visit <http://unt-cob.sona-systems.com>. If you have questions, please contact UNT's behavioral lab manager at [rcobrep@unt.edu](mailto:rcobrep@unt.edu). Inform her that you are an MSU student. Your questions will be answered promptly.

Please remember to:

- Access the studies early and often to ensure you have access to available studies. Once you sign up, the lab manager will notify you periodically about newly posted studies.
- Make sure you assign your credits to the correct course. **This course is MKTG 3723.201**
  - If you do not wish to participate in the posted studies, you may complete two-page article critiques for 2 credits each. If you choose this option, please let me know, and I will assign you an article.

Participation deadlines: April 11 @ 6 pm

### Final Exam

There is one (1) cumulative final exam, which students may elect to take (or not). For students who elect to take the exam, their final grade will be calculated from 750 points (as outlined above); the grades of students who elect not to take the final exam will be calculated from 650 points (their scores on the Unit Exams). **Note: If you elect to take the final, it will be counted, regardless of its benefit/detriment to your final course grade.** We will discuss this in-class near the end of the semester. The Final Exam will be posted to D2L and is due on the date outlined in the Course Schedule.

### Extra credit

1. Students who complete the **Syllabus Agreement** and **Health/Safety Agreements** posted to D2L by 11:59 p.m. on Jan. 17 will receive 5 points of extra credit for each item.
2. **Real-World Marketing:** Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2021) and relevant to marketing topics for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of the principles of marketing.
3. If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

## Instructor General Class Policies

### Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for

disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

### **Late Work**

No late submission will be graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

### **Make Up Work/Tests**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

*Note: The due dates and times for activities are posted in Central Time.*

## **Attendance**

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

## **COVID-19 Impact on Attendance**

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

If you are experiencing any [symptoms of COVID-19](#) please seek medical attention from the [Vinson Health Center](#) or your health care provider PRIOR to coming to campus. MSU also requires that you complete a [COVID-19 Reporting Form](#) if you think that you have been exposed to the virus. You are also encouraged to download the [MSU Safety app](#) to access any necessary COVID-19 forms and to stay up-to-date about COVID-19 on campus and in the community.

## **Class Materials for Remote Instruction**

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a computing device with reliable internet access to participate in fully remote portions of the class. Additional required classroom materials for remote learning will be posted to the course's D2L site, if such action becomes necessary. Information and resources for successful digital learning are available through [MSU's Distance Education Department](#).

## **Statement on Face Covering**

Face coverings are required in all MSU facilities. Students are required to properly wear face coverings (i.e., over your mouth and nose) during this class. If you are unable to wear a face covering due to a disability, please contact [Disability Services](#) to request an accommodation. MSU face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

## **Class Recordings & Student Likenesses**

Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester and will be posted on D2L for students in the

online section of the class to review for one (1) week. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class or outside the D2L Learning Management System, in any form. Failing to follow this restriction is a violation of the MSU Code of Student Conduct and could lead to disciplinary action.

### **Course Incomplete**

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

### **College Policies and Procedures**

Refer to College Policies and Procedures Manual.

### **University Policies/Procedures**

#### **Cheating/Plagiarism/Academic Dishonesty**

Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

#### **Student Honor Creed**

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

### **Safe Zones Statement**

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

### **Change of Schedule**

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

### **Refund and Repayment Policy**

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### **Disability Support Services**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

### **Smoking/Tobacco Policy**

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

### **Alcohol and Drug Policy**

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly

enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [link for undergraduate catalog](#).

### Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas, to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

### Calendar (subject to change if necessary)

Week	Dates	Topics	Notes
1	Jan 11 - 15	Course Orientation  <b>UNIT 1: INTRO TO MARKETING</b> Chapter 1	Complete Syllabus and Health & Safety Agreements and Job Resource Connections (5 points extra credit each) by 11:59 pm Sunday, Jan. 17
2	Jan 18 - 22	<b>MLK Day: No Class</b>  Chapter 2	<i>“The function of education is to teach one to think intensively and to think critically. Intelligence plus character -- that is the goal of true education.”</i> <b>-- Dr. Martin Luther King, Jr.</b>  Students should come to class on Wednesday, Jan. 20, prepared to discuss <a href="#">How I Built This: FUBU</a>
3	Jan 25 - 29	Chapter 3	
4	Feb. 1 - 5	Chapter 4	Students should come to class on Monday, Feb. 1, prepared to discuss <a href="#">Planet Money: What Would You Give Up on the Internet?</a>

5	Feb. 8 - 12	Chapter 5	
6	Feb. 15 - 19	<b>UNIT 2: PRODUCT</b> Chapter 6	Students should come to class on Monday, Feb. 15, prepared to discuss <a href="#">Freakonomics Radio: Should America Be Run by Trader Joes?</a>
7	Mar. 1- 5	Chapter 7	<b>Exam 1 due @ 11:59 pm, Sunday, Feb. 28</b>
8	Mar. 8 - 12	<b>CLASS CANCELLED</b>	
9	Mar. 15 - 19	<b>UNIT 3: PLACE</b> Chapter 8	<b>Exam 2 due @ 11:59 pm, Sunday, Mar. 14</b>
10	Mar. 22 - 26	Chapter 9	Students should come to class on Monday, March 22, prepared to discuss <a href="#">Freakonomics Radio: What Happens When Everyone Stays Home to Eat?</a>
11	Mar. 29 - April 2	<b>UNIT 4: PROMOTION</b> Chapter 11	<b>Exam 3 due @ 11:59 pm, Sunday, Mar. 28</b>  <b>Campus closed April 1 &amp; 2</b>
12	April 5 - 9	Chapter 12	Students should come to class on Monday, April 5, prepared to discuss <a href="#">Freakonomics Radio: Does Advertising Actually Work? Part 1 - TV</a>
13	April 12 - 16	Chapter 13	<b>Research Participation due @ 11:59 pm, Sunday, April 11</b>  Students should come to class on Monday, April 12, prepared to discuss <a href="#">Freakonomics Radio: Does</a>

			<a href="#">Advertising Actually Work? Part 2 - Digital</a>
14	April 19 - 23	<b>UNIT 5: PRICE</b> Chapter 15	<p><b>Exam 4 due @ 11:59 pm, Sunday, April 18</b></p> <p><b>Bloomberg Article Reviews due @ 11:59 pm, Sunday, April 18</b></p> <p><b>Extra Credit Opportunities (not listed earlier) due @ 11:59 pm, April 18</b></p> <p>Students should come to class on Monday, April 19, prepared to discuss <a href="#">NPR: The Economics of Pricing a Vaccine</a>, <a href="#">Planet Money: The Price of a Hermes Bag</a>, and <a href="#">Planet Money: Quebec's Maple Syrup Stockpile</a></p>
15	April 26 - 30	<b>FINALS WEEK</b>	<p><b>Exam 5 due @ 11:59 pm, Sunday, April 25</b></p> <p><b>Final Exam due @ 11:59 pm, Wednesday, April 28</b></p>