

- Finding new product ideas
- New product brief
- Evaluation of new product concepts
- Testing new products
- Testing advertising copy

PRINCIPAL COURSE ASSIGNMENTS

- Mid-term and Final exams over knowledge of concepts, terms, and methodologies. – 30% each
- Group presentation – 15%
- Individual project – Analysis of Household Panel Data – 15%
- Class participation – 10%

EXAMINATION MAKE-UP POLICY

If, due to illness or unusual circumstances, you are unable to take an exam at the specified time, a make-up date will be arranged if possible.

ATTENDANCE POLICY

All students are expected to attend classes.

Numerous absences will affect the participation component of the grade.

ACADEMIC HONESTY POLICY

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty" found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment.

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for keeping up with all assignments, even if you miss the class in which an assignment was announced.