

**AEC 320 Fall 2010**

**GRADING**

| <b>Activity</b>  | <b>Points</b> | <b>%</b>              |
|--|---------------|-----------------------|
| <b>Mid-Term Exam</b>                                   | <b>100</b>    | <b>20%</b>            |
| <b>Final Exam</b>                                      | <b>100</b>    | <b>20%</b>            |
| <b>Market Analysis &amp; Shadowing Project</b>         |               |                       |
| <b>Phase I - The Market Analysis (100 points)</b>      |               |                       |
| Assignment # 1: Company, Product & Sales Person Choice | 5             | <b>100</b> <b>20%</b> |
| Assignment # 2: Market Analysis Project Report         |               |                       |
| <i>Customer Interviews</i>                             | 20            |                       |
| <i>Background</i>                                      | 10            |                       |
| <i>Value Delivery System</i>                           | 45            |                       |
| Assignment # 3 Phase I Presentation                    | 20            |                       |
| <b>Phase II - The Shadowing Project (100 points)</b>   |               |                       |
| Assignment # 4 Phase II Shadowing Report               | 80            | <b>100</b> <b>20%</b> |
| Assignment # 5 Shadowing Report Presentation           | 20            |                       |
| Bonus - Salesperson's Evaluation                       | 10            |                       |
| <b>Exercises</b>                                       |               |                       |
| Your Information                                       | 5             | <b>100</b> <b>20%</b> |
| HEB Case Study   | 35            |                       |
| Sales Video  | 15            |                       |
| Summary Reports/1-minute papers/in-class quizzes       | 30            |                       |
| Class participation                                    | 15            |                       |
| <b>TOTAL POINTS</b>                                    | <b>500</b>    | <b>100%</b>           |

**The following cumulative point totals will assure the corresponding final grade:**

|                |                   |          |
|----------------|-------------------|----------|
| <b>&gt;450</b> | <b>90% and up</b> | <b>A</b> |
| <b>400</b>     | <b>80% and up</b> | <b>B</b> |
| <b>350</b>     | <b>70% and up</b> | <b>C</b> |
| <b>300</b>     | <b>60% and up</b> | <b>D</b> |
| <b>&lt;300</b> |                   | <b>E</b> |