

Professor David Primo  
Harkness Hall 318

Fall 2015, Tues. and Thurs. 12:30-1:45  
Office Hours: Mon. 1:30-3:30 PM, and by appt.

## Course Meetings

**Note 1:** Exam dates are set in stone and will not change. I will give you plenty of advance notice for any other changes I make to the syllabus, and confirm what material will be covered on each exam.

**Note 2:** Chapters and page numbers refer to the Baron text; non-textbook readings are listed by author last name or title (if no author) and are available on Blackboard. Readings will be discussed on the days listed; for instance, the reading for the Private Politics class will be covered on September 15.

### 1. Tuesday, September 1: Course Overview/Introduction to the Nonmarket Environment

**Reading:** Chapter 1 (pp. 1-16)

### 2 and 3. Thursday, September 3 and Tuesday, September 8: Integrated Strategy

**Reading:** Chapter 2 (pp. 30-47)

**Case:** Amazon.com and the Amazon Tax (pp. 225-229)

**HW Due (Sept. 8):** Analysis questions (Blackboard; do not answer preparation questions in case)

### 4. Thursday, September 10: The News Media

**Reading:** Chapter 3 (pp. 52-69) and watch online lecture (Blackboard, available by 9/4)

**Case:** General Motors Like a Rock? (A) (pp. 69-71)

**HW Due:** Analysis questions (Blackboard; do not answer preparation questions at the end of the case)

### 5. Tuesday, September 15: Private Politics

**Reading:** Chapter 4 (pp. 74-91)

**Case:** Shell, Greenpeace, and Brent Spar (pp. 92-95)

**HW Due:** Analysis questions (Blackboard; do not answer preparation questions at the end of the case)

### 6. Thursday, September 17: Nonmarket Analysis for Business

**Reading:** Chapter 6 (pp. 132-140; 149-156)

**Case:** Business versus Business (pp. 158-160)

### 7. and 8. Tues., Sept. 22 and Thurs., Sept. 24: Nonmarket Strategy Formulation and Implementation

**Reading:** Chapter 7 (pp. 162-183) and Chapter 8 (pp. 195-213)

**Case:** Wal-Mart and Its Urban Expansion Strategy (pp. 218-220)

**HW Due (Sept. 24):** Answer questions 1-4 at the end of the Wal-Mart case

### 9. Tuesday, September 29: Nonmarket Strategy Application: Fuel Economy Standards

**Reading:** Review Chapters 7 and 8 (pp. 162-183, 195-213)

**Case:** Fuel Economy Standards 2007 (Blackboard)

### 10. Thursday, October 1: *Exam 1 (covers classes 1 through 8)*

**\*\*\*Tuesday, October 6: No Class (Fall Break)**

### 11. Thursday, October 8: Crisis Management

**Guest Speaker:** Richard Keil, Senior Media Relations Advisor, ExxonMobil

**Reading:** Chapter 5 (pp. 102-116)

- 12 and 13. Tuesday, Oct. 13 and Thursday, Oct. 15: Pivotal Politics and Nonmarket Strategy**  
**Reading:** Chapter 7 (pp. 152-156, 171-172, 174-178)  
**Case:** Federal Express and Labor Organization (p. 188)  
**HW Due (October 13):** Answer questions 1-4 at the end of the FedEx case
- 14. Tuesday, October 20: Antitrust**  
**Reading:** Chapter 9 (pp. 230-238, 244-252; skim 239-243)  
**Case:** The Microsoft Antitrust Case (pp. 257-263)
- 15. Thursday, October 22: Topic TBA**  
**Guest Speaker:** Nomi Bergman, President, Bright House Networks  
**Reading:** TBA
- 16. Tuesday, October 27: Regulation and Rulemaking**  
**Reading:** Chapter 10 (pp. 264-276, skim 277-285)  
**Case:** The FCC Media Ownership Rules (Blackboard)
- 17. Thursday, October 29: The Politics of Alcohol Sales**  
**Reading:** Wiseman and Ellig (Blackboard)  
**HW Due:** Analysis questions
- 18. Tuesday, November 3: Regulatory Uncertainty and Integrated Strategy**  
**Reading:** Fremeth and Richter (Blackboard)  
**HW Due:** Analysis questions
- 19. Thursday, November 5: Exam 2 (covers classes 9, 11-17)**
- 20. Tuesday, November 10: Occupational Speech**  
**Guest Speaker:** Robert McNamara, Senior Attorney, Institute for Justice  
**Reading:** Reading Packet
- 21. Thursday, November 12: Regulatory Uncertainty and Innovation**  
**Reading:** Reading Packet  
**HW Due:** Analysis Questions
- 22 and 23. Tuesday, November 17 and Thursday, November 19: Corporate Social Responsibility**  
**Reading:** Chapter 20 (pp. 557-580); Reading Packet  
**HW Due (November 17):** Analysis questions
- 24. Tuesday, November 24: Corporate Disclosure**  
**Reading:** Reading Packet
- \*\*\*Thursday, November 26: No Class (Thanksgiving)**
- 25. Tuesday, December 1: TBA**  
**26. Thursday, December 3: TBA**  
**27. Tuesday, December 8: TBA/Course Wrap-Up**  
**28. Thursday, December 10: Exam 3 (covers classes 18, 20-27)**

There is no final examination in this course.