

Plan for the rest of the course

Date	Topic
Wed Nov-19	Product Differentiation + Porter's 5 Forces
Fri Nov-21	Advertising
Wed Nov-26	Patent
Fri Nov-28	Anti-trust Law
Wed Dec-03 14:00-15:30	Presentations (reserved for those who have class at 15:30)
Wed Dec-03 15:30-17:00	Presentations

Final Exam

Wed Dec-17 9:00-12:00 ** The final exam is in the morning **

Essay 3 (Optional)

Will be due on Wed Dec-17 in the exam room right before the exam.