



# Lincoln University

## FALL 2016

**COURSE:** BA 150: MARKETING (Thursdays 3:30-6:15 PM)  
3 units

**INSTRUCTOR:** Igor Himelfarb, Ph.D. [ihimelfarb@lincolnuca.edu](mailto:ihimelfarb@lincolnuca.edu)  
510-628-8037

**OFFICE HOURS:** Before and after class

**TEXT:** Kotler, Armstrong (2016). Principles of Marketing. Prentice Hall. 16th edition.  
ISBN-10: 0133795020 • ISBN-13: 9780133795028

### CATALOG DESCRIPTION:

A study of marketing function in business and in society, with an analysis of buyer behavior and competitor actions. The crucial facets of products, price, distribution, and promotion form the center around which decision-making is examined, explained, and understood. (3 units)  
Prerequisite: BA 10 or equivalent

### LEARNING OBJECTIVES:

Top marketers share a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and engagement in a fast-changing, increasingly digital and social marketplace. Marketing starts with understanding consumer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. Thus, at the heart of this course will be helping students understand how marketers, brands, and customers engage each other with marketing technologies, including online, mobile, and social media. Further, this course will provide students with current coverage of developments in the fast-changing area of integrated marketing communications. Moreover, student will be taught how to apply major theoretical concepts in action using real-world marketing examples.

### INSTRUCTIONAL METHODS:

Lecture method is used in combination with case studies and outside readings, as assigned. The emphasis will be on learning. Every student must participate in an intensive preparation and classroom activity. The emphasis will be on learning by examples and solving problems. Every

student is welcome to participate in intensive classroom activities and discussions. Reading and problem solving assignments will be given throughout the course. Video materials will be presented. There may be class discussions and group presentations by students on the project assignments during class.

### **CLASS ATTENDANCE:**

Students are expected to attend class on a regular basis. Attendance is crucial to performing well in this course, as some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you take thorough notes in class.

### **ASSIGNMENTS:**

There will be a bi-weekly homework assignment given out on Thursday of each other week. The homework assignments will typically consist of some theoretical exercises, conducting analyses on provided data and turning in a results report (write-up) describing the findings, but may include other questions. The purpose of the assignments will be to provide a medium through which you really learn the material. Students are welcome to work with other classmates on the homework, but it is expected that each student turns in his/her own, independently written, homework. Any indication that work was directly shared will not be tolerated and will result in a non-passing grade.

Please bring a **hard copy** of your **typed and stapled** homework assignment that has your name on it to class the day it is due. **Please no e mailed assignments. No late homework will be accepted!**

There will be a number of readings (mostly journal articles) assigned periodically in addition to the reading in the textbook. There will be homework and a project.

**In accordance with the university policy on cheating and plagiarism, any student who does not do his/her own write-up completely independently on any assignment will fail the assignment.**

### **EXAMS:**

There will be two exams — a midterm and a final. To assess your learning in this course, exam questions will be derived from the lecture and textbook. Topics covered in lecture will be of major emphasis on the exam, and should be the focus of your textbook readings, though there will be some test questions found in the assigned readings but not covered in the lecture. To avoid guessing, there will be no multiple-choice questions on the exams. Exams may include conceptual or theoretical questions, and questions with applied scenarios. **All exams are open books and open notes.**

## QUIZZES:

To encourage attendance and to help students with assessment of their knowledge, there will be a set of unannounced quizzes given at the start of class. They will be based on lecture and any assigned reading. They will not be computational in nature, but rather conceptual questions intended to help students gauge how well they understand the material.

## GRADING PLAN:

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
below 60%	F

Weights	
Homework	20%
Quizzes and class participation	10%
Midterm	30%
Final	40%

## CLASSROOM POLICY:

Please do not use personal computers, iPads or smart phones during the lecture. If you do need to text message or receive a call, please take it outside the classroom.

**I am available and will do my best to help you learn and succeed.** Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help with data analysis. Please visit me during my office hours, or talk to me immediately after class, if you need study tips or additional help. No appointment is required for my office hours.

## TENTATIVE CLASS SCHEDULE:

WEEK	CONTENT
Week 1: Aug. 25	Intoduction: Customer Value and Engagement.
Week 2: Sep. 1	Marketing Strategy: Prtnering, Value and Relationships.
Week 3: Sep. 8	Studying Marketing Environment.
Week 4: Sep. 15	Market Research.
Week 5: Sep. 22	Marketing Information and Customer Insight.
Week 6: Sep. 29	Consumer Markets and Consumer Behavior.
Week 7: Oct. 6	Midterm.
Week 8: Oct. 13	Employee Training and Development. Evaluation.
Week 9: Oct. 20	Customer-Driven Market Strategies.
Week 10: Oct. 27	Products, Services, and Brands. Building Value.
Week 11: Nov. 3	Product Development. Product Life-Cycle Strategies.
Week 12: Nov. 10	Pricing Strategies. Channels.
Week 13: Nov. 17	Retaling vs. Wholesaling. Advertsing.
Week 14: Nov. 24	Fall Recess: Thanksgiving holidays.
Week 15: Dec. 1	Competitive Adventage. Global, Marketplace.
Week 16: Dec. 8	Final Exam

Note: Instructor reserves the right to modify the content of this syllabus.

**GOOD LUCK!**

**Syllabus Reviewed: 8/17/2016**