



LINCOLN UNIVERSITY

BA 150 – Marketing

COURSE SYLLABUS

Spring 2016 - Thursday (12:30-03:15)

Instructor: Mr. Alnabhan, Oday

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Office Hours: By Arrangement

Course Credit: 3 units (45 lecture hours)

Course Prerequisite: BA 10 or equivalent

Required Text Book: Kotler, Armstrong (2016). Principles of Marketing. Prentice Hall. 16th edition.

ISBN-10: 0133795020 • ISBN-13: 9780133795028

Previous editions are accepted.

Catalog Course 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

Course Description

In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. This course will help students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives.

Course Objectives

- To help students understand how marketers, brands, and customers engage each other with detailed coverage of new digital marketing technologies, including online, mobile, and social media engagement technologies.
- Students will be able to demonstrate how marketers develop meaningful connections with substantial new material on customer engagement.
- To provide students with current and encompassing coverage of developments in the fast-changing area of integrated marketing communications.
- Students should highlight the increasing importance of sustainable marketing with new discussions and examples that show how sustainable marketing calls for socially and environmentally responsible actions.
- To help students learn, link, and apply major concepts with an innovative learning design by showing them concepts in action, and bring key course concepts to life with real-world marketing examples.

Methodology

Students have to participate in all in-class and online discussions, quizzes, presentations, and exams. Short presentations may be required in conjunction with homework and in-class assignments. Core concepts identified from the textbook will be discussed and applied to the real life through case studies and problem solving scenarios. At the end of the course students must submit a group research project in conjunction with a presentation. Finally, student interactions will be managed by automatically grouping them for discussion, teamwork, and peer-to-peer learning.

Class Rules

- Attendance will be taken at the beginning of each class.
- All students are required to arrive on time. Any late student after 15 minutes is not allowed in class.
- All students are required to participate during the class discussions.
- Text book must be present during all classes.
- All mobile devices should be off or silent during the class session.
- Talking and any other noise is not accepted during the class session. A student that continuously disturbs the class will be asked to leave immediately.
- All communication between students and instructor has to be conducted through the course website (Canvas) and by using a Lincoln University email only. I will not respond or add any email ending with (Yahoo, Gmail...etc)
- Once you set up your canvas account please make sure that your profile picture, first name and last name is added as it is in the Lincoln University records.
- Submissions of any assignment will be conducted via Canvas. Absolutely no hard copies or email submissions will be accepted.
- The only acceptable format for assignment submission is (doc - docx - pdf)
- Since all assignments will be available on the website NO excuse will be accepted for late submissions. Late submissions will result a deduction of (2.5) points from each day of delay. Only 48 hours of delay is accepted, after that the submission link will be closed.
- Weekly quizzes, in-class assignments, presentation, and the final exams cannot be made up and will be graded a ZERO in case of absence.
- I will detect cheating and plagiarism using an online software. A grade (F) will be given to all cheated and plagiarized assignments.

Course Project and Weekly Homework's

Every student must complete and submit a research project. The project should study and represent a chosen topic from the text book and solve or to give a recommendation to a specific real life business problem. Research papers must be formatted according to APA style guidelines and comply with the Lincoln University requirements.

Weekly In-class and online discussions will be posted a week before each class. In specific, all in-class discussion questions must be answered as group work and will be graded during the class.

Quizzes and Final Exam

Weekly quizzes will be one or two short essay answers, and are based on upcoming chapters. In some cases, quizzes can be open book. Each quiz duration is 15 minutes.

Final exam will consist of several question types such as multiple choice, true false, and essay questions. Final exam is neither “open book” nor “open notes.”

Grading Policy:

Grades will be determined as follows:

Weekly In-Class Quizzes	100
Weekly In-class Discussions	50
Weekly Online Discussions	50
Class Participation	80
Class Attendance	20
Final Project Report and Presentation	100
Final Exam	100
Total Points	500

Points Earned	Letter Grade
(460-500) (440-459)	(A) (A-)
(420-439) (400-419) (380-399)	(B+) (B) (B-)
(360-379) (340-359) (320-339)	(C+) (C) (C-)
(280 -319)	(D)
< (280)	(F)

Class Schedule:

Week	Date	Content	Chapter
1	(1/21/16)	(Syllabus Introduction) & Marketing: Creating Customer Value and Engagement	1
2	(1/28/16)	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	2
3	(2/4/16)	Analyzing the Marketing Environment	3
4	(2/11/16)	Managing Marketing Information to Gain Customer Insights	4
5	(2/18/16)	Consumer Markets and Buyer Behavior	5
6	(2/25/16)	Business Markets and Business Buyer Behavior	6
7	(3/3/16)	Customer-Driven Marketing Strategy: Creating Value for Target Customers	7
8	(3/10/16)	Product, Services, and Brands: Building Customer Value	8
9	(3/24/16)	Developing New Products and Managing the Product Life Cycle	9
10	(3/31/16)	Marketing Channels: Delivering Customer Value	12
11	(4/7/16)	Advertising and Public Relations	15
12	(4/14/16)	Personal Selling and Sales Promotion	16
13	(4/21/16)	Direct, Digital, Mobile, and Social Media Marketing	17
14	(4/28/16)	All project reports and presentations are due	
15	(5/5/16)	Final Exam	

NOTE: This schedule may be subject to change.

Syllabus Updated: January 15, 2016