



Lincoln University

BA 150 – Marketing

COURSE SYLLABUS 2018

Instructor: Prof. Ken Germann, MBA, JD
Lecture Schedule: Monday 12:30-3:15PM
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Tuesday, 8:30 AM – 9:00 AM and TBA
e-mail: kgermann@lincolnuca.edu
Textbooks: Marketing Management, Fourteen Edition, by Kotler and Keller;
Prentice Hall 2012, ISBN-978-0-13-210292-6

Last Revision: January 13, 2018

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

COURSE LEARNING OUTCOMES¹

| | Course Outcome | Program LO | Institutional LO | Assessment Activities |
|---|--|------------|------------------------|--|
| 1 | Demonstrate an understand of the scope and challenges of marketing. | PLO 1 | ILO 1a, ILO 2a, ILO 3a | Class discussions, midterm and final exams |
| 2 | Demonstrate an ability to assess opportunities and develop corresponding marketing strategies. | PLO 2 | ILO 1a, ILO 6a | Class discussions, midterm and final exams, course project |
| 3 | Be able to effectively communicate crucial marketing insights in professional environment | PLO 3 | ILO 2a, ILO 7a | Course project |
| 4 | Be able to do research and develop a comprehensive marketing plan. | PLO 4 | ILO 1a, ILO 2a, ILO 5a | Course project, class discussions |

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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|--|-------|----------------|--|
| Be able to apply major ethical theories in process of formulation of marketing strategies. | PLO 5 | ILO 3a, ILO 4a | Class discussions, midterm and final exams |
|--|-------|----------------|--|

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with marketing case studies. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

COURSE PROJECT

Every student in the class, working as a team, must design and implement a plan for developing a marketing plan for an existing company. Final project is due the next to the last class will be presented orally on the last day of class. The last day each group will do an oral presentation.

REQUIREMENTS/HOMEWORK

Continuous assessment is emphasized. Four questions, posted on the board, and assigned readings are required every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take-home exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be no make-up assignments.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate and references to text and lectures mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

| | |
|-------------------------------|-------------------|
| Class Questions | 200 points |
| Mid-term exam | 150 points |
| Final exam | 150 points |
| Course Project - Written 50 | |
| Oral 50 | 100 points |
| Graduate Project - Written 50 | |
| Oral 50 | <u>100 points</u> |
| Total | 600 points |

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|---------|----|-------------|----|
| 564-600 | A | 444-461 | C |
| 540-563 | A- | 420-443 | C- |
| 522-539 | B+ | 402-419 | D+ |
| 504-521 | B | 379-401 | D |
| 480-503 | B- | 360-378 | D- |
| 462-479 | C+ | 359 + below | F |

COURSE SCHEDULE

Lectures Topic

- 1 Chapters: 1
- 2 Read Chapter: 2/case studies
- 3 Read Chapters: 3-4/case studies
- 4 Read Chapters: 5-6/case studies
- 5 Read Chapters: 7-8/case studies
- 6 Read Chapters: 9-10/case studies
Take home midterm Chapters 1-10
- 7 Chapter: 11
- 8 Read Chapters: 12-13/case studies
- 9 Read Chapters: 14-15/case studies
- 10 Read Chapters: 16-17/case studies
- 11 Read Chapters: 18-19/case studies
- 12 Read Chapters: 20-22/case studies
Take home exam chapters 11-22
- 13 Trends in market management
Take home exam due
- 14 (a) Written Course Project Due
(b) Oral Presentation of Course Project

COMMENTS

- * Participation is required. What you put into the class will determine what you get out of it.
- * No talking or texting in class.
- * Please come on time. Late arrivals disturb everyone else.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions..

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems, both domestically and internationally. Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. I have had the opportunity to work and travel to 191 countries.