



LINCOLN UNIVERSITY

BA 150 – Marketing Management
Fall 2019
Monday 12:30 – 3:15 p.m.
Credit: 3 units - 33 lecture hours
Instructor: Dr. Bill Hess

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. (3units) *Prerequisite: BA 10 or equivalent*

Students will study the fundamentals of marketing – definitions, concepts and development. It is intended to enable the student to understand marketing's decision making role in a company and the impact of those decision in establishing a marketing plan.

COURSE OBJECTIVES

The objectives of this course are

- to develop an understanding of the fundamentals of marketing management
- to understand marketing's role in a company
- to develop a working knowledge of the marketing components - product, price, promotion, and distribution
- to understand the impact of marketing decisions on the organization

COURSE LEARNING OBJECTIVES/OUTCOMES

The goals for the course are

- to enable the student to develop sufficient knowledge and acumen
- to write a marketing plan that incorporates the major components of marketing
- to have a marketing plan that advances the corporation in the attainment of its short term and long term goals
- to prepare a marketing plan that provides adequate details for price, promotion, distribution based on a specific target market.
- to use primary and secondary sources to provide information for a marketing decision

TEXTBOOK

Perreault, Cannon, and McCarthy, Essentials of Marketing Irwin, 14th Edition, 2015.
ISBN: 978-007-786104-9

METHODOLOGY

Instruction will include lecture, student discussion of material studied, case studies, and individual assignments.

Assignments and projects require students to actively use resources of the library. A 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 website (ctl.lincolnuca.edu).

COURSE WORK

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project. All assignments must be typed. Assignments are due at the start of the class in which they are assigned. Lincoln University uses APA style format for student work.

If you are unfamiliar with this format contact the library for help. There are also free booklets available to show you the steps in using APA style format. Again contact the library for help.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports.

MAJOR PROJECT

There is a major group project – the development and presentation of a marketing plan for a product or service. Each group will prepare a detailed marketing plan that consists of

1. a market research questionnaire.
2. a plan for each of the 4P's of marketing.
3. an ad for the product or service (radio, TV, magazine, or billboard)

Everyone is to participate in the development of the project plan. Everyone is to participate in the written presentation of the plan. Any member not actively working with their team on the project is to be reported to the instructor. This is a group project requiring group participation.

The focus of the project is that the team has developed a new product that it believes can be successful in making money. The team is to develop a marketing plan of action. Products the team can select from are:

Caloric Strip

3 in 1 stroller

Herbal Pillow

Powdered Wine

Powdered Beer

Helicopter Commuter Service

Teeth Cleaning Gum

No Snore Pillow

Reusable Copy Paper

If you have a product or service that you would like to use, please discuss it with me for approval. You are a start-up company. You have very limited financial resources. You are developing a marketing plan to present to potential venture capitalists.

If there are not a sufficient number of undergrad students to form a group I will make another assignment.

WRITTEN PROJECT FORMAT

Overview of Company
Description of Product/service
Target Market Definition – demographics/psychographics
Analysis of Macroenvironment
Company analysis – SWOT
Competitive analysis – SWOT
Market Research Questionnaire
Positioning Promotion Plan Distribution Plan Pricing Plan
Pro Forma Income Statement – 3 year plan

Your project should demonstrate that the team understands and can apply the fundamentals of marketing. I will provide samples of previous projects to give you ideas for your written report and to provide you with examples of how your report should look.

BIBLIOGRAPHY

In addition to the text used for this course, it may help the students to expand their interest and knowledge in the subject by reading material in other publications and texts. Recommended reading includes:

The Wall Street Journal

Forbes

San Francisco Business Times

Business Week

Integrated Marketing Communications, Belch & Belch; Irwin. 2002

Services Marketing, Lovelock; Prentice Hall, Inc. 1991. Second Edition.

The Power of Logos, Haig, John Wiley & Sons; 1997

EXPECTATIONS

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the marketing operations of a company. We will discuss the application of marketing theory to real life situations drawn from my professional experience. I want you to share your own experiences – or if you have limited work experience, to ask questions. We will have video tapes and class exercises.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Americans consider time differently than people from other countries. Americans actually think of time as a tangible asset. We say “Don’t waste time.” We talk about saving time.

Because of this it is considered rude and is unacceptable to be late for a business meeting. The same applies to classes. We will conduct this class with the same respect for time. If you are late for class, wait until the break to enter.

Cell phone use is not permitted in the classroom. Use of a computer in the classroom requires the explicit permission of the instructor.

Notes, electronic dictionaries, or any method of obtaining information is not permitted during exams.

EVALUATION

Grades will be based on the quality of reports, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of marketing. Memorizing definitions is not sufficient. Grades will be based on:

- Exams 200 points
- Project assignments 40 points
- Classroom attendance/participation 60 points
- Individual assignments 15 points
- Marketing project 85 points

400 points

360 – 400 – A	340 – 359 – A-	320 – 339 – B+	300 – 319 – B
280 – 299 – B-	260 – 279 – C+	240 – 259 – C	220 – 239 – C-
180 – 219 – D	Below 180 - F		

MAKE-UP WORK

Assignments are to be on time at the start of class. Mid-term exam, final exam, and group presentation cannot be made up if missed – unless there is a documented emergency.

TURN IT IN

The project report is to be submitted to Turn It In no later than 11:30 a.m. December 2, 2019. Each team will need to create an account to do so. Here are the instructions on how to do so.

1. Go to www.turnitin.com and click

2. Instead of login click on '**Create Account**'
It is clickable and you can find at the top right-hand side corner

3. The page will appear as "**Create a User Profile**" where you need to go down below that page and there is a student button and click there.

4. Then the page will appear as "**Create a Student Account**" where you need to key in the given Class I and Enrollment Key by Dr. Hess.

Fill up those details in the respective places and also fill out all your email ids etc. below the page. and you are set for the class and then submit your report.

Exams cannot be made up if missed – unless there is a documented emergency.

The professor reserves the right to modify the course as necessary to achieve student outcomes.

If you require special accommodations for this course, you should notify Student Services. Please contact them at studentservices@lincolnuca.edu 510/628-8034. You will need a letter of

accommodation from a licensed medical practitioner. After notifying Student Services make an appointment with your instructor(s) to have a confidential discussion of what you will require for this course

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co.. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at his office 510/628-8013. E mail address is whess@lincolnuca.edu. Students sending emails need to follow up if they do not receive a reply response.

LINCOLN UNIVERSITY

BA 150

Marketing Management

Monday 12:30 – 3:15 p.m.

Fall 2019

Instructor: Dr. Hess

August	19	Introduction to course. Discuss plans for the course. Discussion of Chapter 1 Marketing's Value to Consumers, Firms, and Society
		Start a Cookie Co.
	26	Chapter 2 Marketing Strategy Planning
		Chapter 3 Evaluating Opportunities in the Changing Market Environment
September	2	Labor Day National Holiday. No Class
	9	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning
		Project: Groups determined. Product determined. Full name as on school attendance and ID number of each member of the team. Hand in.
		Exam I Open book
	16	Chapter 5 Final Consumers and Their Buying Behavior
		Case: Applied Steel Case. Be prepared to discuss in class
	23	Chapter 6 Business and Organizational Customers and Their Buying Behavior
		Article Assignment: Individual Hand in assignment 5 points
	30	Chapter 7 Improving Decisions with Marketing Information
		In class exercises
		Project assignment: Hand in -: Target market defined – demographics and psychographics – 15 points
October	7	Chapter 8 Elements of Product Planning for Goods and Services
	14	Exam II
	21	Chapter 9 Product Management and New Product Development
		Project: Market Research Questionnaire due - 15 points Hand in
	28	Chapter 10 Place and Development of Channel Systems

		Chapter 12 Retailers, Wholesalers, and Their Strategy Planning
November	4	Chapter 13 Promotion – Introduction to Integrated Marketing Communications
		Chapter 15 Advertising, Publicity, and Sales Promotion
		Two Ads assignment – individual assignment 5 points Hand in assignment.
	11	Veteran’s Day National Holiday. No Class
	18	Chapter 16 Pricing Objectives and Policies
		Chapter 17 Price Setting in the Business World
		Article Assignment: Individual Hand in assignment 5 points
	25	Chapter 18 Ethical Marketing in a Consumer Oriented World Appraisal and Challenges
December	2	Project due with Turnitin report.
		Exam III

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class the student will receive 5 points.

Name as on university records _____

ID No. _____

Lincoln University email address: _____

Signature: _____

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine I will receive no points for the assignment.

Revised: August 12, 2019