



# Lincoln University

## BA 304 – Marketing Management

### COURSE SYLLABUS Spring 2019

- Instructor:** Prof. Aharon Hibshoosh, Ph.D.  
**Lecture Schedule:** Monday, Wednesday (1/12-3/11), 18:30 - 21:15  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Monday, Wednesday: 21:15-23:15  
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**Phone:** (510) 712 4410  
**Textbooks:** Philip T. Kotler and Gary Armstrong, “Principles of Marketing”, 17<sup>th</sup> edition. Pearson, (2017).  
ISBN-10: 0134642317,  
ISBN-13: 9780134492513  
**Last Revision:** January 1, 2019

### COURSE DESCRIPTION

The course is analyzing the fundamentals of Marketing Management - definitions, concepts and development. It is intended to enable the student to understand marketing decision making role in a company and the impact of those decisions in establishing distribution, pricing and promotion in both retail and business markets. Buyer Behavior, product/market development, and the impact of the macro environment in Business are studied. Cases will be used to provide practical applications of the concepts and principles. (3 units).

In this course, we will study advanced topics, theories and findings in various areas of Marketing as applied in marketing management. In your study focus on definitions, principles, comparisons and processes and use the opportunity to apply them systematically in class discussions and HW cases. The focus of the course is thus on exposure and discovery of advanced marketing findings, concepts, theories and applications at the level of intermediate courses in marketing. This will be done based on both the textbook and the lecture wherein I will introduce additional material. On many occasions, this additional material supersedes the material covered in the textbook. The textbook is selected as an advanced and updated introductory textbook in Marketing, as experience shows that most students never have an introductory marketing course, and as the Marketing perspective have considerably evolved in the past few years as a result of technological changes. We will integrate the learned marketing elements in the conduct of Marketing Management using case study analysis. To enhance learning, the students will be assigned to study groups.

## EDUCATIONAL OBJECTIVES

Marketing Management is highly relevant in all facets of Business. As a result of this course the student is expected to become familiar with the underpinning of the marketing thinking. He is expected to become systematically familiar with Marketing's content and structure. The student should gain familiarity with marketing's definitions, principles, categorization and comparisons, and its various processes. The student should gain familiarity the unique perspectives of the different areas in marketing as they are founded based on and related to other basic disciplines. The student is expected to be able to exhibit this knowledge in class discussion, and in analyzing variety of marketing cases. Through this case analysis experience, the student is expected to be able to assess marketing situations in real life examples, to offer systematic and analysis of marketing contexts, and to strategically outline systematic optimal marketing solutions.

## COURSE LEARNING OUTCOMES<sup>1</sup>

As a result of your study you should be able to:

	Course Learning Outcome	Program LO	Institutional LO	Assessment Activities
1	Distinguish the unique perspective of Marketing as a managerial discipline with a particular perspective based on voluntary exchange and interdisciplinary foundations.	PLO 1	ILO 1b, ILO 2b.	Homework, Case analysis
2	Demonstrate knowledge of the Marketing paradigm. This implies gaining demonstrative knowledge of the definitions of marketing concepts and linking the intrinsic of these definitions with marketing consequences and/or managerial implications.	PLO 2	ILO 1b, ILO 2b, ILO 4b	
3	Recognize significant marketing facts.	PLO 4	ILO 4b, ILO 5b, ILO 6b.	
4	Demonstrate knowledge of dedicated marketing categorizations (e.g. be able to compare and contrast different types of goods, territorial channel arrangements, media, etc).	PLO 5	ILO b4, ILO 5b	
5	Discern the steps in various marketing processes.	PLO6	ILO 3b.	
6	Recognize extensively and precisely elements and structures of marketing strategy			
7	Trace the implications of environmental changes on the evolution of marketing reality and practices.			
8	Identify key features and compare consumer, business, and global markets.			

<sup>1</sup> 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).

9	Compare market structures and trace their strategic implications.			
10	Identify the unique perspective of different elements of the marketing mix and their implications			
11	Compare marketing research alternatives and demonstrate knowledge of marketing research practices.			
12	Analyze marketing cases: Integrate the information given in a case and express it as a systematic marketing discipline based description of the case. Identify the key marketing issue(s) and form optimal strategies.			

**METHODOLOGY**

The course is based on lecture and homework, with case analysis that supports, integrates and extends the lecture as a major component. The lecture follows a classical textbook, whose various versions have integrated marketing evolution over several decades. (In the case of the author, Kotler, over four decades.) In preparation for the lecture, the students must read the chapters fully and thoroughly. Additional materials will be presented in order to deepen the analytical and behavioral foundations, and in order to support a holistic perception of the Marketing evolution, and to support more vivid presentation of the material. The additional material will be presented in various forms: verbal, formal mathematical, textual, and video based. The lecture presentation is supported by Power Points Presentations. These PPPs support focal individual study, review, and summary of the material. The lecture is also supported by these PPPs. However, the lecturer would use only some of these slides to confine and focus the delivery.

Cases supporting various topics also come in a variety of forms: print, audio and video. Case analysis is the most challenging component of the course. Both individual and group homework will be assigned. The analysis of these cases will be reiterated by the students after class analysis and discussion. No late homework is accepted, and all homework must be typed, unless otherwise specified.

**Homework:** HW is critical and the most challenging part of the course. The HW typed assignments consist usually of individual and group case analysis. To be considered as a student in this class, every student must belong to an instructor’s assigned group and must participate in the group’s work substantively and extensively. The responsibility for this participation is vested with the student, and the participation will be checked via group’s reporting. The same case will first be analyzed by the study group and in the following week individually. My teaching assistant evaluates assignments under my direct guidance, and issues a preliminary grade. If any student has a question about the evaluator’s comments and/or grade, he/she should first discuss it with the teaching assistant, and then with me if there are further questions. We are using the CANVAS software for HW collection, submission time monitoring and grade assignments. The HW files are submitted only through CANVAS and only in doc format. No hard copy is turned in. Every student must be listed with CANVAS. As a first assignment the student must

report the group to which the student belongs. Any adding student must belong to a group and must inform the teaching assistant his/her adding status and group number. HW is due by 1AM Monday or Wednesday as instructed by CANVAS. If you are late, you still may use an automatic extension of 8 hours and submit the HW by 9 AM through CANVAS without being penalized. CANVAS has a built in time cut off function and will not allow submission past the deadline or the deadline extension. No further extension will be provided. Hence, any homework past the due date extension deadline will not be accepted for grading. Student adding the class late is not given an option to submit past assignments.

In reporting to CANVAS, every student must list on his/her assignment, in the following order, the following information: Student ID, Last Name and First Name--as appear on the enrolment sheet and group number. In reporting group work, all group members must be reported on the assignment in this format, but only one submission per group is allowed.

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).

### **Student Conduct:**

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class period. Attendance may be taken at least one time in of each class. In the case where more than one attendance is taken, only students attending all attendances would be considered as present. Attendance is a component of the overall grading.
- Students may not read other materials (newspapers, magazines) during class and no multitasking is allowed.
- Students are not allowed to come and go during class sessions.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate in your group.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- During an exam or a review of an exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

### **EXAMINATION POLICY**

I will use objective exams consisting of T/F and MC questions. The midterm will only include chapters covered in the lecture prior to the midterm and associated extra lecture information. It will focus on the nature of marketing, its environment, the importance of information and research, strategic considerations, and market comprehension. The final is comprehensive, but will focus on the second part of the course which emphasizes the firm's offer and employment of the marketing mix. The exams are closed book exams, without a restroom break (or any other

break). (I will make alternative examination opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor). No exchange of pencils, erasers or any other material between students is allowed during the exam. No electronic instrument capable of copying material in any form (in particular, in print or visual image) is allowed in the exam. In particular, cell phones, organizers, calculators, tape recorders cameras, computers, etc. must be closed and stored inside a closed bag. Likewise, any conduct that constitutes subversion of the exam is punishable in at least a course failure. These specifically include: removing or reproducing examination material; communication with anyone with the purpose of reconstructing the examination or any part of it; keeping or using the instructor's past exam questions to prepare for the exam without specific instructor authorization; distributing any examination material; impersonating an examinee or having an impersonator take the examination. This list is not exhaustive.

A student violating any of these requirements or similar ones should expect an F, in addition to other disciplinary consequences.

### **GRADING GUIDELINES**

Class attendance 10 pts

Homework and assignments 30 pts\*

Midterm 30 pts

Final 50 pts

Total course points: 120 pts.

Regardless of exam grades, a student must participate substantially both as an individual and as a group member in the Homework, and in each exam to gain a passing grade.

The grade will be based on a curve. Gaining the following number of course points would assure the grade, provided it includes also HW and exams participation.

<b>Course Points</b>	<b>Grade</b>
98 and above	A
93-97	A-
80-92	B+
70-79	B
60-69	B-
50-59	C+
48-49	C
46-47	C-
44-45	D+
42-43	D
Below 42	F

**COURSE SCHEDULE**

The reference is to chapters<sup>^</sup>, in Armstrong and Kotler:

<b><u>Day</u></b>	<b><u>Topics<sup>^</sup></u></b>	<b><u>Chapters</u></b>
<b><u>Part 1</u></b>	<b><u><i>An Introduction and Overview</i></u></b>	
<b>1/14-1/16</b>	<i>The evolution of Marketing. The focus on Value Creation and Exchange (Chs. 1, 2)</i>	
<b>1/16-1/23</b>	<i>Marketing Strategy I (Chs. 2, 6*)</i>	
<b>1/23</b>	<i>Marketing Environments (Ch. 3)</i>	
<b>1/23-1/28</b>	<i>Marketing information and Research (Ch. 4)</i>	
<b><u>Part 2</u></b>	<b><u><i>Markets and Buyer Behavior</i></u></b>	
<b>1/30-2/4</b>	<i>Consumer Markets and behavior (Ch. 5)</i>	
<b>2/4</b>	<i>Business Markets and Business buyer behavior (Ch. 6)</i>	
<b>2/4-2/6</b>	<i>The Global marketplace (Ch. 19*)</i>	
<b>2/11</b>	<i>Midterm</i>	
<b><u>Part 3</u></b>	<b><u><i>Marketing Strategy and the Marketing Mix</i></u></b>	
<b>2/13</b>	<i>Marketing Strategy II (Driven Market Strategy) (Chs. 7, 8, 9*)</i>	
<b>2/13-2/20</b>	<i>Product, Product Development and Product portfolio management (Chs. 8, 9)</i>	
<b>2/20</b>	<i>Pricing (Chs. 10, 11)</i>	
<b>2/25-2/27</b>	<i>Channels and Logistics (Ch. 12)</i>	
<b>2/27-2/27</b>	<i>Institutional Marketing: Retailing and wholesaling (Ch. 13)</i>	
<b>3/4-3/6</b>	<i>Promotion (Chs. 14, 15, 16, 17)</i>	
	<i>Integrated communication strategy and components (Ch. 14)</i>	
	<i>Advertising and Public Relationship (Ch. 15)</i>	
	<i>Personal selling and Sales Promotion (Ch. 16)</i>	

*Direct, Online, Social Media, and Mobile Marketing (Ch. 17)*

**3/6      Part 4 Electives\* and Review**

\* This topic will be covered throughout the semester.

^ The numerical reference is to a chapter in the textbook.

^^ The time table is tentative. This is not an exclusive list of topics to be covered in this course.

If time permits, I will accelerate the presentation. Alternatively, if necessary, pace and intensity of coverage may be traded off to assure greater comprehension.

Special Dates:

Holidays: MLK January 11; Presidents February 18.

Midterm: February 11

Final: March 11

**Updated:** January 1<sup>st</sup> 2019. The syllabus may be updated in the future as necessary. Expect possible changes, and follow announcements regarding them on CANVAS.