



## LINCOLN UNIVERSITY

BA 150 – Marketing

Fall 2020

Thursday 6:30 pm – 9:15 p.m.

Credit: 3 units - 45 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. (3 units)

*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

### TEXTBOOK

Perreault, Cannon, and McCarthy, Essentials of Marketing Irwin, 15th Edition, 2017.

ISBN: 978 -1-259-57353-8

## **METHODOLOGY**

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

## **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. Each hand in assignment is to have student name, id number, name of assignment on the first page. 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.

The assumption is that you are taking the course to understand and learn marketing concepts and principles. We will conduct this course following Dr. Albert Einstein's approach to education. He said "Education is not the learning of facts. It is the training of the mind to think.". That directly applies to this course.

As graduate students you are expected to learn how to develop information, analyze it, and make decisions. This means you will be tested on your ability to think - not memorize definitions and passages from the textbook. A good way to learn is to actively participate in class discussions. This requires you to have studied the assigned material before starting the class.

To be certain you understand, I do not teach. I help students learn. I am one of the resources available. The world at large is a resource. Your textbooks is a resource. Everything you interact with every day is a resource for learning. Your fellow classmates are resources for learning. It is up to you how you use those resources to learn.

## **COURSE JOURNAL**

Each student is to keep a course journal. This is your personal journal. You will use it to help you learn and apply what we are studying in this course.

Each week you need to make personal observations in your activities and studies outside of school that demonstrate the application on what we study in that week's class.

eg. Macroenvironment – I read in the San Francisco Business Times 12/16/13 page 9 that China is changing regulations on how banks lend money to investors. This will affect how businesses and investors – domestic and foreign – make money available for investments in China.

The total points available for the journal is 35. I will ask for journals to be turned in twice during the course and at the end. They will be graded each time. I may ask students to share with the class what they have in their journal. Bring your journal to class every week and be prepared to send it to me.

## **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.

## **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.

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/quizzes           | 250 points       |
| • Project assignments     | 15 points        |
| • Classroom participation | 50 points        |
| • Course Journal          | 35 points        |
| • Individual assignments  | 15 points        |
| • Marketing project       | <u>85 points</u> |
|                           | 450 points       |

410 – 450 – A

390 – 409 – A-

370 – 389 – B+

350 – 369 – B

330 – 349 – CR

310 – 329 – CR

290 – 309 – CR

270 – 289 – CR

230 – 269 – CR

Below 230 - NC

## **MAKE-UP WORK**

Assignments are to be on time at the start of class. Late assignments will be reduced one grade. Quizzes, final exam, and group project cannot be made up if missed – unless there is a documented emergency.

## **FINAL COMMENTS**

This is not a difficult course if you prepare for each class session. We will cover a lot of material. It is important you stay current with your assignments. You are responsible for all materials presented during class and announcements made in class regardless of your actual attendance.

## **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. As Marketing Services he has worked for several nonprofits – National Kidney Foundation, several Food Banks, Easter Seals of San Mateo County, The ARC San Francisco.

For help with your course work you can reach Professor Hess at his E mail address - [whess@lincolnuca.edu](mailto:whess@lincolnuca.edu). If you do not get a response in 24 hours either send an email or call me at 415/250-2326.

Revised: August 7, 2020



# LINCOLN UNIVERSITY

BA 150  
Marketing  
Fall 2020  
Thursday 6:30 – 9:15 p.m.

## Schedule

Assignments Students are to study the assigned chapters before coming to class.

August	27	Introduction to course. Discuss plans for the course. Discussion of Marketing and marketing's role in a company Start a Cookie Company – an in class exercise. Chapter 1 Marketing's Value to Consumers, Firms, and Society
September	3	Chapter 2 Marketing's Strategy Planning
	10	Chapter 3 Evaluating Opportunities in the Changing Market Environment
		Project Assignment: Hand in names/ID's of the people in your Project Group. Write what product you plan to work on for your project.
	17	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning
	24	Chapter 5 Final Consumers and Their Buying Behavior Work on project
October	1	Chapter 6 Business and Organizational Customers and Their Buying Behavior
	8	Quiz I on first six chapters.
	15	Chapter 7 Improving Decisions with Marketing Information Be prepared to discuss Dynamic Steel Co. case. In class exercises.
		Graded Project Assignment: Hand in Project Target market – demographics and psychographics.
	22	Chapter 8 Elements of Product Planning for Goods and Services Work on project
	29	Chapter 9 Product Management and New Product Development Shark Tank Videos

November	5	Quiz II on Chapters 7, 8, 9
	12	Chapter 10 Place and Development of Channel Systems
	19	Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising and Sales Promotion
	26	Semester break. No class
December	3	Chapter 17 Pricing Objectives and Policies Chapter 18 Price Setting in the Business World
	10	Final exam

Every student that completes the form below and sends it to me before the first class will receive 15 points.

First Class form

Name: \_\_\_\_\_ ID \_\_\_\_\_

Email address: \_\_\_\_\_

Undergraduate school: \_\_\_\_\_

Undergraduate degree: \_\_\_\_\_ Major: \_\_\_\_\_

I understand by signing this form that I have read and understand the course requirements as detailed in the syllabus. I also understand that presenting another person's work as my own is plagiarism. I understand that plagiarism on any assignment will result in a grade of 0 (zero) points and may result in my being dismissed from the course with a failing grade.

Signed: \_\_\_\_\_