



# Lincoln University

## BA 150 – Marketing

### COURSE SYLLABUS

Fall 2021

<b>Instructor:</b>	Prof. Aharon Hibshoosh, Ph.D.
<b>Lecture Schedule:</b>	Monday, 15:30 - 18:15
<b>Credits:</b>	3 units / 45 lecture hours
<b>Level:</b>	Developed (D)
<b>Office Hours:</b>	Thursday, 15:15-17:15 <b>e-mail:</b> <a href="mailto:ahibshoosh@lincolnuca.edu">ahibshoosh@lincolnuca.edu</a>
<b>Textbooks:</b>	Textbooks: Philip T. Kotler and Gary Armstrong, “Principles of Marketing”, 17th edition. Pearson, (2017). ISBN-10: 0134642317 ISBN-13: 978013449251
<b>Last Revision:</b>	August 10, 2020

### 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 DESCRIPTION

This course provides a current study of Marketing Principles, findings, and theories. Marketing deals with the efficient and sustainable creation of value, nurturing customers, facilitating exchanges and demand management, while meeting competition. We will review in this course various topics:

- (a) The evolution of the Marketing field as affected by its various environments,
- (b) The formation of marketing strategy.
- (c) A comparative study of consumer, business and global markets.
- (d) Specifics of various elements of the marketing mix: Market Development, Product Development, Marketing Channels, Logistics, Pricing, and Promotion.

Be aware that the textbook covers only some of the material which I will deliver in class and that the additional material may supersede the material covered in the text book. This additional material is important for study and exams. Students are required to read the material in the textbook ahead of time, and additional material would be furnished in the lecture. Focus on definitions, on comparison of alternatives, on processes and procedures, and on comprehending the special marketing perspectives in the various topics. The focus of the course is thus on

systematic exposure, and absorption of the marketing elements at the level of introductory and intermediate courses in marketing. We will integrate and apply the learned marketing elements in the conduct of Marketing Management using individual and group case study analysis. To enhance learning, the students would be assigned to study groups.

### EDUCATIONAL OBJECTIVES

Marketing is a managerial discipline which 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/She 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, to strategically outline systematic optimal marketing solutions.

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

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

	<b>Course Learning Outcome</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Distinguish the unique perspective of Marketing as a managerial discipline with a particular perspective based on voluntary exchange and interdisciplinary foundations.	PLO 1 PLO 2	ILO 1a, ILO 2a, ILO 3a. ILO 1a, ILO 6a.	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 3 PLO 4	ILO 2a, ILO 7a. ILO 1a, ILO 2a,	
3	Recognize significant marketing facts.			
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 5a, ILO 3a, ILO 4a.	
5	Discern the steps in various marketing processes.			
6	Recognize extensively and precisely elements and structures of marketing strategy			

<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).

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.			
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 lectures and homework, with case analysis that supports, integrates and extends the lecture as a major component. The lecture follows a classical textbook, which 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 on any other day 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.
- During the meetings students cameras must be opened.
- 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.
- 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 EXAMINATION POLICY**

Students must be physically present at the exams at Lincoln University. I will use objective exams consisting of T/F and MC questions. The midterm will only include the chapters of Part I and Part

II of the course 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 equipment capable of communication or allowing copying of the exam's question is allowed. Hence, 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 estimated number of course points would assure the grade, provided it includes also HW and exams participation.

Course Points	Grade
93 and above	A
89-92	A-
76-88	B+
68-75	B
57-67	B-
48-56	C+
46-47	C
44-45	C-
42-43	D+
40-41	D
Below 40	F

**These critical course points are currently only estimates based on past closed book, non-timed exams. They are likely to be revised and adjusted based on the feedback which will be obtained from the newly formed Midterm exam.**

**Part 1      An Introduction and Overview**

*8/23-8/30 The evolution of Marketing. The focus on Value Creation and Exchange (Chs. 1, 2)*

*8/30-9/13 Marketing Strategy I (Chs. 2, 6\*)*

*9/13 Marketing Environments (Ch. 3)*

*9/13-9/20 Marketing information and Research (Ch. 4)*

**Part 2      Markets and Buyer Behavior**

*9/27-10/4 Consumer Markets and behavior (Ch. 5)*

*10/4 Business Markets and Business buyer behavior (Ch. 6)*

*10/4-10/11 The Global marketplace\* (Ch. 19)*

**10/18 Midterm**

**Part 3      Marketing Strategy and the Marketing Mix**

*10/11-10/25 Marketing Strategy II (Customer-Driven Market Strategy)\* (Chs. 7, 8, 9)*

*10/25-11/1 Product, Product Development and Product portfolio management (Chs.8, 9)*

*11/1 Pricing (Chs. 10.11)*

*11/8-11/15 Channels and Logistics (Ch. 12)*

*11/15 Institutional Marketing: Retailing and wholesaling (Ch. 13)*

*11/22-11/29 Promotion (Chs. 14, 15, 16, 17)*

*Promotion Overview and Advertising and Public Relationship (Ch. 14, 15)*

*Personal selling and Sales Promotion (Ch. 16)*

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

**COURSE SCHEDULE**

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

<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>An Introduction and Overview</u></b>	
<b>8/23-8/30</b>	<i>The evolution of Marketing. The focus on Value Creation and Exchange</i>	(Chs. 1, 2)
<b>8/30-9/13</b>	<i>Marketing Strategy I</i>	(Chs. 2, 6*)
<b>9/13</b>	<i>Marketing Environments</i>	(Ch. 3)
<b>9/13-9/20</b>	<i>Marketing information and Research</i>	(Ch. 4)
<b><u>Part 2</u></b>	<b><u>Markets and Buyer Behavior</u></b>	
<b>9/27-10/4</b>	<i>Consumer Markets and behavior</i>	(Ch. 5)
<b>10/4</b>	<i>Business Markets and Business buyer behavior</i>	(Ch. 6)
<b>10/4-10/11</b>	<i>The Global marketplace*</i>	(Ch. 19)
<b>10/18</b>	<i>Midterm</i>	
<b><u>Part 3</u></b>	<b><u>Marketing Strategy and the Marketing Mix</u></b>	
<b>10/11-10/25</b>	<i>Marketing Strategy II (Customer-Driven Market Strategy)*</i>	(Chs. 7, 8, 9)
<b>10/25-11/1</b>	<i>Product, Product Development and Product portfolio management</i>	(Chs.8, 9)
<b>11/1</b>	<i>Pricing</i>	(Chs. 10,11)
<b>11/8-11/15</b>	<i>Channels and Logistics</i>	(Ch. 12)
<b>11/15</b>	<i>Institutional Marketing: Retailing and wholesaling</i>	(Ch. 13)
<b>11/22-11/29</b>	<i>Promotion</i>	(Chs. 14, 15, 16, 17)
	<i>Promotion Overview and Advertising and Public Relationship</i>	(Ch. 14, 15)
	<i>Personal selling and Sales Promotion</i>	(Ch. 16)
	<i>Direct, Online, Social Media, and Mobile Marketing</i>	(Ch. 17)

**11/29 Part 4 Electives\* and Review**

**12/6**     *Final Exam*

\* This topic will be covered throughout the semester.

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

^^ The timetable 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.

Exam Dates:

Midterm: October 18<sup>th</sup>, 2021

Final: December 6<sup>th</sup>, 2021

**Updated:** August 10th, 2021. The syllabus may be updated in the future as necessary. Expect possible changes, and follow announcements regarding them on CANVAS.