



LINCOLN UNIVERSITY

BA 150 – Marketing

Spring 2021

Wednesday 12:30 – 3:15 p.m.

Credit: 3 units - 45 lecture hours

Level: Developed (D)

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

COURSE LEARNING OBJECTIVES/OUTCOMES

The goals for the course are to enable the student to develop sufficient knowledge and acumen

- to develop working knowledge of the essentials of a marketing plan that incorporates the major components of marketing
- to analyze a marketing plan that advances the corporation in the attainment of its short term and long term goals based on company strengths/weaknesses and goals.

- to be able to provide 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: 978-1-259-57353-8

METHODOLOGY

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

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 day you need to make personal notations of what we discuss in class. Your job and the outside world will provide you with the opportunity to see how this all applies in marketing.

eg. Macroenvironment – I read in the Financial Times and the Wall Street Journal different opinions on how having a Democratic President and a Democratic congress will create a huge shift in how companies invest their money. There is a debate on whether this will improve the country's infrastructure. This may require companies to develop different products which will require entirely new marketing plans, programs, distribution, and pricing

The total points available for the journal is 60. 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 day and be prepared to send it to me. Late submissions will not receive a grade.

MAJOR PROJECT

There is an individual project – the analysis of a company's marketing. Each student is to

pick a company he/she has worked or volunteered for or intends to work for in the future,

Study the marketing of the company's products or services following what we studied in the course. Write a report evaluating the company's marketing of their products/services. Make two specific recommended changes for its marketing in the next 1-3 years.

Study the company's marketing and its results. Then analyze it from the perspective of the organization's marketing effort – especially its positioning, distribution, pricing, and promotion.

After completing your analysis, present your detailed and specific recommendations to improve the organization's marketing effort. These are to be in line with the concepts/principles studied during the course. Be sure to reference them in your paper.

Explain your reasoning for your recommendations along with a timeline for completing them and the expected results. You should have specific recommendations for change and the reason for your suggested changes. This project accounts for a major portion of your grade. You should treat it accordingly.

In case you want to do some research on an industry or a company I have asked Nicole Marsh, Lincoln University's Head Librarian, to provide some library sources you can use. Here are guidelines. Follow them closely.

Virtual Library (available 24/7)

The library's collection is primarily online. That means you can access our e-databases from home 24 hours a day, 7 days a week. This includes thousands of journal articles, newspaper and magazine articles, ebooks, videos, business plans, company and business data, reference material, etc. All of the library's electronic resources are listed with descriptions in the [LIRN Portal](#). The portal can be accessed from our [Library web page](#) and with the following link and credentials (*restricted to the Lincoln community*):

LIRN Portal: <https://proxy.lirn.net/LincolnUniv>

Login: lincolnuniv

Password: lincolnoak

Please remind your students that these are meant only for members of the Lincoln University community, and are not to be shared outside of that. If we find someone has allowed a non Lincoln University student to use these sources we will close the portal which means no one will have access to these excellent data bases.

Your document must be submitted in word. I will submit your report to Turnitin to be sure no one copied from any sources. Any paper with similarity of 10+% on Turnitin will receive no points for the project. You can use material from internet sources if you provide proper reference/citation.

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

Rural Marketing

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.

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:

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|------------------------------------|------------------|
| Quizzes | 40 points |
| Exam | 100 points |
| Classroom attendance/participation | 80 points |
| Course Journal | 60 points |
| Marketing project | <u>85 points</u> |
| | 365 points |

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|----------------|----------------|----------------|------------------|
| 345 – 365 – A | 330 – 344 – A- | 319 – 329 – B+ | 308 – 318 – B |
| 297 – 307 – B- | 286 – 296 – C+ | 275 – 285 – C | 215 – 274 Credit |
| Below 214 | NC | | |

MAKE-UP WORK

Assignments are to be on time at the start of class. Exams 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. April 30, 2021. 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 need to follow up if they do not receive a reply response.

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| February | 3 | Introduction to course. Discuss plans for the course. Discussion of Marketing Chapter 1 Marketing's Value to Consumers, Firms, and Society Start a Cookie Co. |
| | 10 | Chapter 2 Marketing Strategy Planning Chapter 3 Evaluating Opportunities in the Changing Market Environment |
| | 17 | Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning |
| | 24 | Review. Quiz I Open book |
| March | 3 | Chapter 5 Final Consumers and Their Buying Behavior Case: Applied Steel Case. Be prepared to discuss in class |
| | 10 | Chapter 6 Business and Organizational Customers and Their Buying Behavior |
| | 17 | Chapter 7 Improving Decisions with Marketing Information In class exercises |
| | 24 | Chapter 8 Elements of Product Planning for Goods and Services |
| | 31 | Quiz II |
| April | 7 | Chapter 9 Product Management and New Product Development |
| | 14 | Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning |
| | 21 | Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising, Publicity, and Sales Promotion |

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| | 28 | Chapter 16 Pricing Objectives and Policies Chapter 17 Price Setting in the Business World |
| May | 5 | Projects due Review course |
| | 12 | Final Exam |

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: January 16, 2021