



LINCOLN UNIVERSITY

BA 150 – Marketing
Spring 2023
Wednesday 12:30 – 3:15 p.m.
Credit: 3 units
Instructor: Dr. Bill Hess
Level: Developed (D)

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.

COURSE OBJECTIVES

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

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, 2015.
ISBN: 978-1-259-57353-8

METHODOLOGY

Instruction will include lecture, student discussion of material studied, case study, 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. Include your observations of marketing in the outside world in your journal.

e.g. 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 hand 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. 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.

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.

These specific recommendations to improve the organization's marketing effort need to fit within the company's financial and personnel capabilities. 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.

Your report must include a copy of the Turnitin Similarity Report.

PROJECT GRADING

Your project grade will be based on your work. You may have up to 10% similarity on your report. If it is more than 10% you will lose points. For example, assume you receive a grade of 80 points for the 85-point paper. Your similarity report is 16%.

$16 - 10 = 6$. You will receive $100\% - 6\%$ or 94% of the 80 points. That means your paper will receive a grade of 75.2 points for your project report.

Virtual Library (available 24/7)

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.

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.

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 quizzes or exam.

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:

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

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			

Your project must have the Turn It In report attached when you submit it for a grade. It will not be graded if the Turn It In report is not included.

MAKE-UP WORK

Assignments are to be on time at the start of class. Late assignments will be reduced 50% in grade. Quizzes and exam cannot be made up if missed – unless there is a documented emergency.

TURN IT IN

The project report is to be submitted with a Similarity Report from Turnitin. Each person 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 ID 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 E-mail address whess@lincolnuca.edu. Students need to follow up if they do not receive a reply response.

COURSE SCHEDULE

January	25	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.
February	1	Chapter 2 Marketing Strategy Planning Chapter 3 Evaluating Opportunities in the Changing Market Environment
	8	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning
	15	Review. Quiz I Open book
	22	Chapter 5 Final Consumers and Their Buying Behavior Case: Applied Steel Case. Be prepared to discuss in class
March	1	Chapter 6 Business and Organizational Customers and Their Buying Behavior
	8	Chapter 7 Improving Decisions with Marketing Information In class exercises
	15	Spring Break. No class. Enjoy
	22	Chapter 8 Elements of Product Planning for Goods and Services Quiz II
	29	Chapter 9 Product Management and New Product Development
April	5	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning
April	12	Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising, Publicity, and Sales Promotion
	19	Chapter 16 Pricing Objectives and Policies Chapter 17 Price Setting in the Business World
	26	Appendix A
	3	Review course
May	10	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: December 22, 2022