



**COURSE INFORMATION**

**BUSINESS ADMINISTRATION – BA150, MARKETING SYLLABUS  
 SPRING 2024**

**INSTRUCTOR INFORMATION**

- Chiu Chen, Ph. D., Purdue University
- cchen@lincolnuca.edu
- Room 407
- (925) 681-9846
- Office Hours: Monday from 11:45 am to 12:30 pm and by appointment

**COURSE CREDITS AND LEVEL**

- 3 units/45 lecture hours
- Developed

**CLASSROOM LOCATION AND CLASS MEETING TIME**

- TBD
- Monday from 3:30 to 6:15 pm

**COURSE DESCRIPTION**

**GENERAL DESCRIPTION**

This is an introductory course in marketing. As such, it is designed to give you broad exposure to the fundamental marketing issues faced by organizations today. There will be a mix of theory and actual business applications of the theory. Course topics include customer-driven strategic marketing planning, target market selection, consumer and business buying behavior, digital marketing and social networking, product decisions, pricing decisions, distribution decisions, and promotion decisions. The students will demonstrate application of all major theories through interactive class participation, project assignments, case studies, quizzes, and examinations. Sources of information will include the textbook, current events, selected items on the web, and library resources.

**LEARNING OUTCOMES**

At the end of the course, students should be able to:

	Course LO	Program LO	Institutional LO	Assessment Activities
1	State and identify principles of marketing, including terminology, concepts and major theories of marketing and consumer behavior.	PLO1	ILO1 ILO2	in-class discussions quizzes exams chapter assignments project assignments
2	Practically apply the principles, concepts and models to real-	PLO2 PLO5	ILO2 ILO3	in-class discussions chapter assignments



	world strategic marketing decision making.			
3	Explain how marketing strategies can be adapted to meet new marketplace challenges and opportunities.	PLO4	ILO4	group project assignments in-class group discussions
4	Evaluate and formulate marketing strategies.	PLO2 PLO5	ILO6 ILO7	In-class discussions chapter assignments project assignment
5	Develop and complete a marketing plan for the product/service you design.	PLO3 PLO4	ILO6 ILO7	group project project presentation

Learning outcomes should be categorized as:

- Subject knowledge and understanding
- Cognitive skills
- Practical/professional skills
- Transferable skills
- Other

To achieve these learning outcomes, we will employ classroom discussion, case analyses, experiential exercise, and written and oral presentations. Lectures on conceptual material and instruction on analytical methods support the classroom activities. Student performance will be evaluated through class participation, quizzes, individual assignments, a marketing project, examinations, and presentation. Student participation in class activities is essential and will be graded. Attendance at all scheduled class meetings is expected.

## COURSE REQUIREMENTS

### REQUIRED COURSE MATERIALS

- Textbook: William Pride, and O. C. Ferrell (2019), Foundations of Marketing (8th Edition), Cengage Learning, Inc. ISBN: 978-1-337-61462-7
- Other relevant information pertaining to the assignments.

### CLASS ATTENDANCE AND PARTICIPATION

Student attendance for this course is essential. A student missing more than 9 sessions will not pass the course. A session is defined as a one-hour lesson; every Monday class period consists of three lessons/sessions. Five points will be deducted for each missed session. Students start with 15 points of participation in total for each class (ex. If a student misses the first two sessions of a class, they will only receive 5 participation points.) (Please see the grading formula for class attendance and participation under the “Method of Evaluation” section for more information). If an absence is necessary, the following guidelines regarding absences should be followed.

- For any student who has an exceptional circumstance, they must consult with the Director of Admissions and Records for an alternative to making up the class sessions missed.
- A doctor’s note is required if you miss the class due to illness.



Students are encouraged to be prepared for the class and contribute to class discussions. Points will be granted to students who participate in the class discussions (see the grading formula for class participation under the “Method of Evaluation” section).

### CHAPTER AND PROJECT ASSIGNMENTS

Chapter and project assignments will be assigned periodically.

- Assignments must be typed. Hand-written assignments will not be accepted.
- Assignments are due by 3:30 pm of the due date. You are asked to submit your assignments via the Canvas. Assignments submitted via email are not accepted.
- Five points per week will be deducted if assignments received after the due date.

### GROUP PROJECT AND PRESENTATION

Everyone will complete a group project paper and presentation. The project is described on page 9, 10, 11, and 12 of this syllabus. Four project assignments have to be done to finish group project step by step. You may need to discuss your project with Instructor for 2 to 3 times to make sure having a satisfactory outcome.

Assignments and projects required 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 [LU Library](http://lincolnuca.libguides.com) website ([lincolnuca.libguides.com](http://lincolnuca.libguides.com)).

### QUIZZES

Pop quizzes may be given at the end of class without prior notice. Each quiz is worth five or ten points.

### EXAMINATIONS

Four examinations are scheduled throughout this semester. The following lists the material covered in each exam:

- Exam 1 – Chapter 1, 3, and 5
- Exam 2 – Chapter 6, 7, and 9
- Exam 3 – Chapter 10, 11, and 12
- Exam 4 – Chapter 13, 14, and 15

For more information on course activities and course schedule, please click the course navigation function SYLLABUS on the left side of the screen, and then click the link of Syllabus, Course Schedule, and Group Project.

## METHOD OF EVALUATION

### POINTS AND PERCENTAGE

• Class participation	100 total	10%
• Chapter assignments	30 each, 150 total	16%
• Project assignments	30 each, 120 total	12%
• Quizzes	5 - 10 each, 50 total	6%
• Examinations	80 - 100 each, 350 total	36%
• Written project	100 total	10%



- |                        |            |      |
|------------------------|------------|------|
| • Project presentation | 100 total  | 10%  |
| • Total                | 970 points | 100% |

### GRADING SCALE

- |                          |                    |                        |
|--------------------------|--------------------|------------------------|
| • A+: 905 + (93.33%)     | A: 873 – 904 (90%) | A-: 841 – 872 (86.67%) |
| • B+: 808 – 840 (83.33%) | B: 776 – 807 (80%) | B-: 744 – 775 (76.67%) |
| • C+: 711 – 743 (73.33%) | C: 679 – 710 (70%) | C-: 647 – 678 (66.67%) |
| • D+: 614 – 646 (63.33%) | D: 582 – 613 (60%) | D-: 550 – 581 (56.67%) |

### CLASS ATTENDANCE AND PARTICIPATION

Grading formula for class participation is listed below:

- $100 - (5/\text{session} \times \text{Absence}) + (0.1 \times \text{Discussion})$

### CLASSROOM CONDUCT

The normal rules of classroom etiquette apply. Try to respect your classmates in a way that helps to make the best learning environment possible. Try not to bring cell phones, laptops, or any electronic devices into the class. If you must have these kinds of electronic devices, make sure that they are silenced, stored away and not used any time during the class period. Laptops are allowed for note-taking only. Unnecessary distractions that detract from the classroom are highly discouraged and repeated disruptions will be reflected in a poor class participation grade. Be on time to class, as quizzes will be given at the beginning of the class.

### RUBRICS AND GRADES

In order to understand what is expected of you for each assignment, please check out the rubric attached to each assignment for the grading criteria. You can view your grades by clicking the Grades in the left-hand side of the course site. Please check your grades regularly to make certain that I have received all your assignments. If you have a question about a grade, email me through my LU email account.

Group written report and presentation are graded based on group members' evaluation (refer to page 13 of this syllabus). Not everyone in the same group will receive the same grade for your final report. The following formula will be used:  $(\text{the score you give yourself} + \text{the scores your group members give you}) / \text{the highest score each group member gives out} = \text{percentage of your contribution for the group report and presentation.}$

### MAKE-UP EXAMINATIONS

Do not miss the regularly scheduled quizzes and exams. Note the following points.

- Make-up quizzes will not be granted to students who miss classes and quizzes.
- Only individuals who miss the regularly scheduled exams for reasons acceptable to the university and Instructor can take a make-up exam. These reasons include your unavoidable illness when verified by a physician and almost no others. Unacceptable reasons include weddings (yours or anyone else), vacations, rides home, lack of preparation, loss of memory, sleeping in, a relative's illness or death, car trouble, and most all other reasons of a similar nature.



- Fifteen points will be deducted from your total exam score per week until the make-up exam is completed. For example, if you miss an exam due on 3/11 at 6:15 pm and you take a make-up exam within one week (3/18, before 3:30 pm), 15 points will be deducted. If you take it past 3:30 pm on 3/18 and within two weeks (3/25, before 3:30 pm) 30 points will be taken off.
- All make-up exams are administered no later than Tuesday of the last full week of class at a mutually convenient time.
- You must inform me, in writing, of your need to take a make-up exam at least one full week before the make-up exam date. Please also provide supporting documentation for why you missed the exam (e.g., doctor's note, court proceedings, family emergency, etc.)
- Make-up exams may be in a different format than the original test. If the original test is multiple-choice, the make-up could be an essay.

### COURSE COMMUNICATION

For personal concerns or questions, office hours are a good way to contact me. Feel free to go to Room 407 (adjunct faculty lounge) before class, Monday from 11:45 am to 12:30 pm. If this office hour does not work for you, email me for appointments. Zoom meeting can be scheduled at a mutually convenient time.

### ANNOUNCEMENTS IN CANVAS

Announcements will be made in class and be posted on Canvas on a regular basis. The announcements in Canvas will appear on your BA150 course menu when you log in. Please make sure to check them regularly, as they will contain important information about upcoming learning activities or class concerns. I expect students will login at least 3 times per week.

### COURSE Q&A IN CANVAS

This is an informal discussion forum where students can post and respond to questions about course content and logistics. When posting on this discussion board, it is important to understand how to interact with one another online. You can read more about the rules of netiquette at <http://www.albion.com/netiquette/index.html>.

### EMAIL

Another way to contact me is through email. I generally check my email several times each day. You can expect a response within 24 hours, Monday 9:00 am to Thursday 5:00 pm; no response guarantee on Fridays or Weekends. Please check your emails regularly for class updates. When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with the course number, your name, and message subject. For example, *BA150\_ChIU\_C\_Chapter Assignment*.
- Send emails to my LU email account.

### ACADEMIC HONESTY

You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not let another student login to your Blackboard



account. Contribute fairly to group work. Always cite *all* reference materials that you use (including materials from the web).

During examinations, you are not allowed to walk in and out of the classroom until completion of the examination.

#### STUDENT DISABILITY SERVICES

Lincoln University is committed to making its educational opportunities accessible to qualified individuals with disabilities in accordance with Sections 503 and 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). Students with disabilities who require accommodations must contact Student Services Department as soon as possible. All individuals requiring reasonable accommodations are responsible for informing the university in a timely fashion and for providing documentation and evaluation in appropriate cases. Students already registered with Student Services Department should present their letters of accommodation to faculty at the start of term or as soon as possible in order to ensure that needs are met. (<https://acqa.lincolnuca.edu/disability-policy/> and <https://acqa.lincolnuca.edu/ada-accommodations/>)

#### NOTE

The instructor reserves the right to alter the contents of this syllabus/schedule at anytime during the semester.



## COURSE OUTLINE FOR MARKETING

### Module 1: Strategic Marketing, Its Environment and Target Markets

- 1/22 Course introduction  
Group project description  
Customer-Driven Strategic Marketing  
Syllabus  
Project group forming  
Chapter 1
- 1/29 Customer-Driven Strategic Marketing  
The Marketing Environment, Social Responsibility and Ethics  
Chapter assignment #1 due  
Chapter 1  
Chapter 3
- 2/05 Target Market Segmentation and Evaluation  
1<sup>st</sup> project assignment due  
Chapter 5  
Product description
- 2/12 Exam #1  
Consumer Buying Behavior  
Chapter 1, 3, and 5  
Chapter 6

### Module 2: Customer Behavior and E-Marketing

- 2/19 Presidents' Day
- 2/26 Consumer Buying Behavior  
2<sup>nd</sup> project assignment due  
Chapter 6  
Environmental analysis and SWOT analysis
- 3/04 Business Market and Buying Behavior  
Digital Marketing and Social Networking  
Chapter assignment #2 due  
Chapter 7  
Chapter 9
- 3/11 Exam #2  
Group member evaluation #1  
Chapter 6, 7, and 9

### Module 3: Product and Pricing Strategy

- 3/18 Product, Branding and Packaging Concepts  
3<sup>rd</sup> project assignment due  
Chapter 10  
Target market and marketing objectives
- 3/25 Developing and Managing Goods and Services  
Chapter assignment #3 due  
Chapter 11
- 4/01 Pricing Management  
Chapter assignment #4 due  
Chapter 12



- 4/08 Exam #3 Chapter 10 - 12  
Marketing Channels and Supply-Chain Management Chapter 13

**Module 4: Place and Promotion Strategy**

- 4/15 Marketing Channels and Supply-Chain Management Chapter 13  
Retailing, Direct Marketing and Wholesaling Chapter 14  
4<sup>th</sup> project assignment due Marketing strategies  
– product and pricing  
strategies
- 4/22 Promotion Strategies Chapter 15  
Chapter assignment #5 due
- 4/29 Presentation Group project

**Module 5: Final Examination and Presentation**

- 5/06 Exam #4 Chapter 13 - 15  
Presentation Group project  
Group project due  
Group member evaluation #2





## GROUP PROJECT GUIDELINES

For this project, you can assume either that: (1) your group works for an existing company and you are asked to *modify* an existing product/service, (2) your group works for an existing company and you are asked to *create* a new product/service, or (3) your group is planning to open a new business.

You are developing a marketing plan for this product/service for your own company/an existing company of your choice. The purpose of this marketing plan or proposal is to persuade investors to financially sponsor your idea for the product/service.

This project will be done in groups of three to four. You are free to choose your own group members. If you have trouble finding a group, please ask for my assistance.

The following topic areas must be addressed in your report:

### **I. Executive Summary**

The executive summary is a synopsis of the overall marketing plan. It should provide an overview of the entire plan including goals/objectives, strategy elements, implementation issues, and expected outcomes. The executive summary should be the last part of the marketing plan that you write.

### **II. Introduction of the Product/Service**

Introduce your new product/service or modified product/service.

- A. Describe your new product or service.
- B. Describe the benefits your product/service provide to the customers.
- C. How will these benefits play a role in determining the customer value of your product/service?

### **III. Environmental Analysis**

Environmental/Situation overview provides an overall evaluation of the environment in which the company operates, as well as of the markets in which the company competes and/or will compete.

- A. Provide background information on your company's current situation with respect to the marketing environment.
- B. You should highlight the assessment of marketing environment factors/forces.
- C. It should provide a clear snapshot of the company and product's purpose and position within the industry.



#### **IV. SWOT Analysis**

The SWOT analysis is conducted to assess your product's/service's strength, weakness, opportunities, and threats. Use the information from your Environmental analysis and SWOT analysis to identify your product's core competencies and to develop the competitive advantage.

- A. Perform an analysis of the company's strengths, weaknesses, opportunities and threats.
- B. Identify the core competencies of your company and your new product.
- C. Use the information from your SWOT analysis to identify any opportunities that are a good match with your company's core competencies.
- D. Discuss any weaknesses that could be converted to strengths through this new product and through careful marketing planning.

#### **V. Target Market**

Identify the target market of your new/modified product/service.

- A. Analyze your targeting strategy being used for your product.
- B. Select and justify the segmentation variables that are most appropriate for segmenting the market for your product.
- C. Discuss how your product should be positioned in the minds of customers in the target market relative to the product positions of competitors.

#### **VI. Marketing Goals and Objectives**

Specify qualitative measures and quantitative measures of what is to be accomplished.

- A. Marketing goals (should be broad, motivational, and somewhat vague)
- B. Marketing objectives (must contain the specific and measurable outcomes, a time frame for completion, and identify the person/unit responsible for achieving the objective)

#### **VII. Marketing Strategy**

Outline how the company will achieve its objectives. You should report your suggestions on the target market(s) and the marketing mix for the product and the target market(s).

- A. Product strategies should include the discussion of your brand name strategies, packaging strategies, service strategies and warranties if you are going to offer.
- B. For the pricing strategies, please identify if your new product competes based on price or nonprice, your pricing objectives, and determine the most appropriate pricing strategies discussed in Chapter 13.
- C. Place (channel) strategies should determine the level of distribution intensity and types of retailing establishment that is most suitable to your product. Consider the characteristics of your target market(s), the product attributes, and environmental factors in your deliberation. Discuss how the characteristics of the retail establishment, such as location



and store image, have an impact on the consumer's perception of your product. Are direct marketing or direct selling methods appropriate for your product and target market?

- D. Promotion strategies should specify your objectives for promotion and which of the four elements of the promotional mix are most appropriate for accomplishing your objectives. What role should word-of-mouth communication, buzz marketing, or product placement play in your promotional plan?

### **VIII. Marketing Implementation**

You should advise how the company implements its marketing strategies. Clearly identify any marketing organization, activities and responsibilities, and implementation timetable.

### **IX. Evaluation and Control**

You will need to explain how the company will measure and evaluate the results of the implemented plan. In your report, you should highlight the performance standards, financial controls and monitoring procedures.

### **X. Conclusion**

The concluding paragraph should reinforce your product/service ideas, summarize the key supporting strategies you discussed in the body of your report, and provide your final impression of the central idea.

### **XI. References**

Organize your citations using APA format.

### **XII. Appendix**

Add this section as needed. You are welcome to add images, tables, charts, and/or any supporting data in this report.

**Written Report.** You will produce a final written report for the project. This report should be approximately 20 pages (more than 20 pages are accepted), double-spaced, with 12-point font and one-inch margins. Your written report should be in essay format – a cover page, table of content, headings, subheadings, and page numbers. You should follow the format outlined below. You are welcome to insert tables or photos in this project. The report will be marked based on both content and form. High quality writing is expected.

Each of you are responsible for every portion of the report. If you distribute responsibilities, be sure to read and edit the other group member's sections before turning in the final report.



<b>Project Section</b>	<b>Approx. Length</b>
Report Cover	1 p
Table of Contents	1 p
Executive Summary	1 p
Introduction	1 p
Environmental Analysis	2 p
SWOT Analysis	2 p
Target Market(s)	1 p
Marketing Goals and Objectives	1 p
Marketing Strategies	5 - 6 p
Marketing Implementation	2 p
Evaluation and Control	2 p
Conclusion	1 p
References (use APA citation style)	1 – 2 p
Appendices (evidence of data collection is required)	As needed



**GROUP MEMBER EVALUATION FORM**

Evaluate each member of your group (including yourself) in each of the areas listed below using a rating scale of 1 to 10. Higher number represents greater contribution to the project. The total score is 100.

Project Title \_\_\_\_\_

Group Member Evaluation Form	Your Name:	Group Member's Name:	Group Member's Name:	Group Member's Name:
<b>Evaluation Items (1 to 10 Rating Scale):</b>				
<b>Co-Manager Meetings</b>				
1) Attendance at Meetings				
2) Willingness to Meet				
3) Preparation for Meetings				
<b>Effectiveness in Helping Complete the Project:</b>				
4) Understanding of Project				
5) Skills in Diagnosing Problems and Suggesting Strategic Improvements				
6) Caliber of Contribution to Project				
7) Willingness to Contribute				
<b>Effectiveness as Member of Group:</b>				
8) Enthusiasm and Commitment				
9) Teamwork and Cooperativeness				
10) Carried Fair Share of Workload				
<b>Total Evaluation:</b>				

**Additional Comments (use back if necessary):**

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**GROUP PRESENTATION GRADING FORM**

Date/Time:

Presentation Title:

Presenters:

**The Opening**

Made the necessary introductions of self and others.	
Immediately captured my interest and convinced me to pay attention.	
Indicated what would be covered and how it would be covered. Clearly stated what the presentation is about.	
Clarified my role (what is expected from me, when questions should be asked).	

**Organization**

Communicated an organizing scheme making comprehension and retention easy.	
Is clearly organized and the progression of ideas is easy to follow. Ideas presented in a logical order.	
Main ideas clearly distinguished (organized into comprehensible parts or sections).	
Each section was introduced and concluded well.	

**Content**

Appropriate amount of content (not too much or too little covered).	
Supporting facts and data were accurate.	
Facts and evidence were clearly referenced.	
Research was current and based on the literature.	
Information was geared toward the needs and concerns of the audience.	

**Delivery Style**

Presenter(s) were well prepared.	
Used a variety of styles: logical (arguments, intellectual (facts), emotional (stories), humor, etc.	
Did NOT read material from a script.	

**Audiovisuals**

Audiovisuals were titled, clear, easy to understand and not overly simple or overly complex.	
Audiovisuals were used appropriately (presenters referred to PowerPoint slides, slides were related to information discussed, synchronized appropriately, etc.; film clips, speakers were relevant and added to the information being presented.	
Presenters were comfortable and familiar with the audiovisuals used.	

**The Closing**

The conclusion summarized the presentation.	
Major points/results and their importance were emphasized.	