

# LINCOLN UNIVERSITY

BA 304  
Marketing  
Summer 2011  
Monday/Wednesday 12:00 – 3:15 p.m.  
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

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, 11th Edition, 2008.  
ISBN: 13: 978007340471

## METHODOLOGY

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

## COURSE WORK

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project.

Reports will be typed.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports. Late papers will be graded down unless previous arrangements have been made with the instructor.

Examination - there will be two exams - a midterm and a final.

## **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)

The instructor will assign students to teams. The teams will be comprised of people from different countries. This is designed to enable students to learn the culture, marketing approaches of different countries as well as their learning styles.

Everyone is to participate in the development of the project plan. Everyone is to participate in the written and oral presentation of the plan. Each team will have 5 minutes for each member of the team for the oral presentation. e.g. 5 team members would have 25 minutes for their presentation. 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

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, Results, Analysis  
 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.

## **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.

Americans consider time differently than people from other countries. Americans actually think of time as a tangible asset. We say "Don't waste time." We talk about saving time.

Because of this it is considered rude and is unacceptable to be late for a business meeting. The same applies to classes. We will conduct this class with the same respect for time. It is considered rude to your classmates and instructor to be late for class.

## **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. Grades will be based on:

- Exams 50%
- Project assignments 10%
- Classroom participation 15%
- Individual assignments 5%
- Marketing project 20%

**MAKE-UP WORK**

Assignments are to be on time at the start of class. Late assignments will be reduced one grade. Mid-term exam, final exam, and group presentation can not be made up if missed – unless there is a documented emergency.

**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.

Revised April 21, 2011