



# Lincoln University

## BA 304 – Marketing Management

### Fall 2012 Course Syllabus

Semester: Fall 2012  
Credit: 3 units (45 lecture hours)  
Schedule: Tuesday (T) 12:30 PM – 3:15 PM  
Instructor: William Musgrave  
Office Hours: T: 12:00-12:30 PM, 3:15-3:45 PM  
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#### **COURSE DESCRIPTION**

**Course Catalog Description:** The course is analyzing the fundamentals of marketing management-definitions, concepts and development. It is intended to enable the student to understand the role of marketing decision making in a company and the impact of those decisions in establishing distribution, pricing and promotion in both retail and business markets. Buyer Behavior, product/market development, and the impact of the macro environment in Business are studied. Cases will be used to provide practical applications of the concepts and principles. (3 units)

#### **TEXTBOOK AND RECOMMENDED READINGS**

Kotler Philip and Kevin Lane Keller, *Marketing Management*, 13th edition, Pearson, Prentice Hall. (ISBN 978 0136009986)

In addition to reading and studying the textbook, students are encouraged to stay abreast of current events in business by reading newspapers such as the *San Francisco Chronicle*, *Oakland Tribune*, *San Jose Mercury News*, *Wall Street Journal*, *Financial Times* and business magazines such as *Business Week*, *The Economist*, and *Harvard Business Review*.

#### **CONDUCT OF THE COURSE**

We will study advanced topics, theories and findings in various areas of marketing as applied in marketing management. The focus of the course is thus on exposure and discovery of advanced marketing findings, concepts, theories and applications at the level of intermediate courses in marketing. This would be done based on both the textbook and the lecture wherein I will introduce additional material. We will integrate the marketing elements learned in the conduct of Marketing Management using case study analysis. To enhance learning, the students will be assigned to study groups.

Homework assignments are a critical and challenging part of the course. The homework assignments consist usually of individual and group case analysis. The same case would 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. Homework is to be submitted on the due date. However, under extreme situations where the student has a bona fide emergency, homework will be accepted up to one week late, but the grade will be reduced. The typed homework is due at the beginning of the class meeting.

#### **COURSE LEARNING OBJECTIVES**

1. Learning the unique perspective of Marketing as a managerial discipline with particular perspective which is based on interdisciplinary foundations.
2. Gain perspective on Marketing Management evolution in light of past, current and future changes in technologies and in social institutions.
3. Gain familiarity in Market Research, its methodology, information and data sources.

4. Become familiar with the thought and structure of intermediate areas in Marketing, each with its own perspective, theories, processes and findings.
5. Understand customer behavior in Consumer Markets and Industrial (Business) Markets and the associated marketing options.
6. Gain familiarity with models of Brand and customer Equities
7. Learn to strategically identify key issues in Marketing contexts. Learn to characterize markets, target marketing prospects, position brand mix and support it by proper implementation of the marketing mix.
8. Gain exposure to Analytical Marketing Tools.
9. Gain exposure to Global Marketing and New Product Development.
10. Gain perspective on the integration of Marketing with other disciplines.

### **COURSE METHODOLOGY**

The course is based on lecture and homework, with case analysis that supports, integrates and extends the lecture as a major component. Case analysis is critically the most challenging component of the course. Both individual and group homework would be assigned. The assigned cases would come in different formats of print and video. The analysis of these cases would be reiterated by the students after class discussion. No late homework is accepted and all homework must be typed, unless otherwise specified.

### **STUDENT CONDUCT**

1. Please participate during class discussions. What you put into the class will determine what you get out of it – and what others get out of it.
2. 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.
3. Students may not read other materials (newspapers, magazines) during class.
4. Students are not allowed to come and go during class sessions.
5. If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate in your group.
6. To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
7. During the exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).
8. All class participants are expected to exhibit respectful behavior. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior or language will not be tolerated.

### **EXAMINATIONS**

Both Mid-Term and Final Exams will be objective in nature consisting of True-False and Multiple-Choice questions. Exams will be closed book and closed notes. Students are to bring a Scantron (Form 882) to the exam and a #2 pencil with an eraser.

**Exam Coverage:** The Mid-Term will cover chapters 1-7 in the Kotler and Keller text. The Final Exam will be comprehensive with most of the questions (multiple choice and true-false) will pertain to the chapters in the text covered since the Mid-Term. Note that we have a significant number of chapters from the textbook assigned for the Final Exam. The instructor will highlight those key areas in these chapters where students should focus their attention in preparing for the Final Exam.

**Exam Policy:** Students are not to take a break during the exams, for use of the restroom or for any other reason. If a student has a medical emergency, I will make an exception, but there needs to be documentation from a physician to explain the emergency need. 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. A student violating these requirements should expect a grade of F, in addition to other disciplinary consequences.

**TEAM MEMBER PEER EVALUATIONS**

The combined grade on the team portion of each student’s homework case assignments is not complete until you evaluate the performance of each team member, including yourself. Students will use the Peer Evaluation form below to conduct this peer evaluation that is due on the last class meeting. The Peer Evaluation is a confidential document to be seen only by the student and the Instructor. You will evaluate yourself and each of your team members based on such factors as:

1. Being a reliable team member, e.g. being on time for team sessions and meeting deadlines.
2. Exhibiting leadership that contributes to team cohesion and collaboration
3. Contributing useful ideas for Team Project success.
4. Quantity and quality of work contributed.

This peer evaluation will be a factor in each student’s grade on the Team Project. For instance, if the team received a combined grade of 90 on all 5 cases, but a student received a peer rating of 90%, then their grade would be an 81. Depending on the peer evaluations received, individual grades could be reduced significantly for those students who are not conscientious and productive team members. Thus there is a strong incentive to be a valued team member.

**FINAL COURSE GRADE DETERMINATION**

Final course grades are determined based on the following weights:

Class attendance and participation	10%
Case Homework Assignments	35%
Midterm Exam	20%
Final Exam	35%

The final grade will be based on a curve, reflecting the standards of Lincoln University.

**Team Member Peer Evaluation Form**

Complete the following team evaluation form by assigning a grade for each team member, including yourself. Assign a score from 0-100% indicating the % of the combined team grade the student should receive for the semester. If the grade is 100% you do not need to provide a comment. If you provide less than 100%, indicate the reason for the reduced team participation grade in the space provided.

<b>Team Number: _____</b>		
<b>Member Name</b>	<b>Grade (0-100%)</b>	<b>Comments: (Only complete if grade is less than 100%)</b>
Your name:		

**UPDATED:** September 22, 2012. Note: the syllabus may be updated in the future as necessary.

## COURSE SCHEDULE

The following is the course schedule. It is subject to change with fair notice.

Wk	Dates	Subjects	Deliverables
1	8/21	<b><u>I. PERSPECTIVE &amp; INFORMATION</u></b> <i>Course Introduction and Overview of Marketing</i> Ch1: Defining Marketing for the 21 <sup>st</sup> Century	
2	8/28	<i>Marketing Intelligence and Research</i> Ch2: Developing Marketing Strategies and Plans	
3	9/4	<i>Customer Value, Satisfaction and Loyalty</i> Introduce Sony Walkman case Ch3: Gathering Information and Scanning the Environment	Sony Walkman (T)
	9/11	Ch4: Conducting Marketing Research and Forecasting Demand	Sony Walkman (I)
4	9/18	<b>II. MARKETS</b> Introduce Harley Davidson Case Ch5: Creating Customer Value, Satisfaction, and Loyalty	
	9/25	<i>Consumer Markets</i> Ch6: Analyzing Consumer Markets	Harley-Davidson (T)
5	10/2	<i>Business Markets</i> Introduce Boeing Case Ch7: Analyzing Business Markets	Harley-Davidson (I)
6	10/9	<b>Mid-Term (chapters 1-7)</b>	
7	10/16	<b><u>III. SEGMENTATION, TARGETING, POSITIONING</u></b> <i>Market Segmentation and Targeting</i> Ch 8: Identifying Market Segments and Targets	Boeing (T)
8	10/23	<i>Brand Equity, Positioning, and Competition</i> Introduce Maytag Case Ch 9: Creating Brand Equity Ch 10: Crafting the Brand Positioning Ch 11: Dealing with Competition	Boeing (I)
9	10/30	<b><u>IV. ELEMENTS OF THE MARKETING MIX</u></b> <i>Product Strategy, New Product Development, Global Marketing, and Pricing</i> Ch 12: Setting Product Strategy Ch 14: Developing Pricing Strategies and Programs	Maytag (T)
10	11/6	Introduce Perrier Case Ch 20: Introducing New Market Offerings Ch 21: Taping into Global Markets Ch 22: Managing a Holistic Marketing Organizations	Maytag (I)
11	11/13	<b><u>Marketing Distribution: Channels and Logistics</u></b> Ch 15: Designing and Managing Integrated Marketing Channels Ch 16: Managing Retailing, Wholesaling, and Logistics	Perrier (T)
12	Fall Recess November 20 – 24 (Have a good Thanksgiving Holiday)		
13	11/27	<i>Marketing Promotion</i> Ch 17: Designing and Managing Integrated Marketing Communications Ch 18: Managing Mass Communications: Advertising, Sales Promotions, Events and Experience and Public Relations Ch 19: Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling	Perrier (I)
14	12/4	<b>Final Exam (comprehensive)</b>	Peer Evaluation due
On case deliverables: T = Team Paper, I = Individual Paper			