



## LINCOLN UNIVERSITY

BA 304 – Marketing Management  
Summer 2012  
Tuesday/Thursday 12:30 – 3:15 p.m.  
Credit: 3 units  
Instructor: Dr. Bill Hess

### CATALOG COURSE DESCRIPTION

The course is analyzing the fundamentals of marketing management – 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 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)

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, 12th Edition, 2010.  
ISBN: 978-0073404813

### 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.

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.

## **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)

Everyone is to participate in the development of the project plan. Everyone is to participate in the written presentation of the plan. 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

If you have a product or service that you would like to use, please discuss it with me for approval. 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  
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 and to provide you with examples of how your report should look.

## **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. If you are late for class, wait until the break to enter.

Cell phone use is not permitted in the classroom. Use of a computer in the classroom requires the explicit permission of the instructor.

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:

- Exams 200 points
  - Project assignments 40 points
  - Classroom attendance/participation 60 points
  - Individual assignments 15 points
  - Marketing project 85 points
- 400 points

360 – 400 – A

340 – 359 – A-

320 – 339 – B+

300 – 319 – B

280 – 299 – B-

260 – 279 – C+

240 – 259 – C

220 – 239 – C-

180 – 219 – D

Below 180 - F

## 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 cannot 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](mailto:whess@lincolnuca.edu). I am in my office every afternoon.

Revised: April 25, 2012

## **SCHEDULE: SUMMER 2012**

- June 5 Introduction to course. Discuss plans for the course. Discuss marketing  
Chapter 1 Marketing's Value to Consumers, Firms, and Society
- 7 Chapter 2 Marketing Strategy Planning
- 12 Chapter 3 Focusing Marketing Strategy with Segmentation and Positioning.  
Chapter 4 Evaluating Opportunities in the Changing Marketing Environment  
Project: Groups determined – hand in.
- 14 Chapter 5 Final Consumers and Their Buying Behavior  
International Steel Company Case – be prepared to discuss it in class.  
Project: Product determined – hand in group members and product chosen
- 19 Chapter 6 Business and Organizational Customers and Their Buying Behavior.  
Project: In class work
- 21 Chapter 7 Improving Decisions with Marketing Information.  
In Class exercises.
- 26 Chapter 8 Elements of Product Planning for Goods and Services
- 28 Midterm exam
- July 3 Chapter 9 Product Management and New Product Development
- 5 Chapter 10 Place and Development of Channel Systems  
Chapter 12 Retailers, Wholesalers and Their Strategy Planning
- 10 Chapter 13 Promotion – Introduction to Integrated Marketing Communications.  
Chapter 15 Advertising and Sales Promotion
- 12 Chapter 16 Pricing Objectives and Policies  
Chapter 17 Price Setting in the Business World
- 17 Appendix A Economics Fundamentals  
Review course  
Projects due
- 19 Final Exam