



LINCOLN UNIVERSITY

BA 304 – Marketing Management
Fall 2013
Credit: 3 units — 45 lecture hours
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 decisions 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. Assignments are due at the start of the class in which they are assigned. Late assignments will not be accepted. 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.

Thought process and analysis are the important components in individual and project assignments.

Ease of reading and conciseness are important elements in such reports. We cover a lot of material in this course. You should expect to work hard to pass this course.

You are responsible for all materials handed out and announcements made in class regardless of your actual attendance.

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

CODE OF ETHICS

Admission to Lincoln University carries with it the presumption that students will conduct themselves as responsible members of our academic community. As a condition of enrollment, all students assume responsibility to observe the Code of Ethics that will contribute to the pursuit of academic goals and the welfare of the academic community.

The Code of Ethics stipulates that it is the duty of each student to behave in a courteous and ethical manner at all times and to use the principles of honesty, integrity, respect and professionalism as a personal, academic, and professional guide. Practicing these attitudes and habits as a student will help form one's professional behavior.

By following the Code of Ethics Lincoln University students agree to:

1. Demonstrate honesty, integrity, fairness and human dignity in all levels of academic and personal activities, and refrain from plagiarism and dishonesty.
2. Comply with the rules, regulations, procedures, policies, standards of conduct, and orders of the university.
3. Respect the rights, privileges, and property of other members of this academic community and visitors to the campus, and refrain from any conduct that would interfere with university functions or endanger the health, welfare, or safety of other persons.
4. Demonstrate the sensitivity to and understanding of diversity in the community and respect those with different academic, religious, ethnic backgrounds, national origin, and sexual preferences.

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 250 points
 - Project assignments 25 points
 - Classroom attendance/participation 60 points
 - Individual assignments 15 points
 - Marketing project 100 points
- 450 points

410 – 450 – A	390 – 409 – A-	370 – 389 – B+	350 – 369 – B
330 – 349 – B-	310 – 329 – C+	290 – 309 – C	270 – 289 – C-
250 – 269 – D+	230 – 249 – D	Below 230 – F	

MAKE-UP WORK

Assignments are to be on time at the start of class. Mid-term exam, final exam, and group presentation cannot be made up if missed – unless there is a documented emergency.

Exam I	Exam II	Exam III	Hand in case	Hand in article	Two ads	Project TM	Project Quest.	Project Marketing Plan	Participation	Total
50 pts.	100 pts.	100 pts.	5 pts.	5 pts.	5 pts.	10 pts.	15 pts.	100 pts.	60 pts.	450

SCHEDULE

August	26	Introduction to course. Discuss plans for the course. Discussion of marketing and marketing's role in a company.
September	2	Holiday. No Class. Enjoy.
	9	Chapter 1 Marketing's Value to Consumers, Firms, and Society Chapter 2 Marketing Strategy Planning
	16	Chapter 3 Evaluating Opportunities in the Changing Marketing Environment Project: Groups determined. Product determined. Case: Valley Steel Company
	23	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning. Open book exam
	30	Chapter 5 Final Consumers and Their Buying Behavior Chapter 6 Business and Organizational Customers and Their Buying Behavior
October	7	Chapter 7 Improving Decisions with Marketing Information In class exercises Project assignment: Hand in – Project: Target market defined – demographics and psychographics
	14	Chapter 8 Elements of Product Planning for Goods and Services Article assignment: Hand in assignment Exam II
	21	Chapter 9 Product Management and New Product Development Project: Market Research Questionnaire due
	28	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning
November	4	Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising and Sales Promotion Two Ads assignment
	11	Holiday. No class. Enjoy.
	18	Chapter 16 Pricing Objectives and Policies Chapter 17 Price Setting in the Business World

25 Chapter 18 Ethical Marketing in a Consumer-Oriented World:
Appraisal and Challenges

Article assignment: Hand in assignment

Appendix A Economics Fundamentals
Appendix B Marketing Arithmetic

Case 22 Bright Light Innovations: The Starlight Stove

December 2 Review Course
Project Presentations

9 Project due.
Exam III

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. I am in my office every afternoon.

Revised: August, 2013