Lincoln University   Spring 2014
                                                       Mr. Hibshoosh

Course: BA 304 – Marketing Management
3 units, 45 lecture hours
Day/Time: Thursday (Th) 1230-1515
Instructor: Aharon Hibshoosh
Office Hours: Th: 1815-1915.
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Textbook: Kotler Philip and Kevin Lane Keller, *Marketing Management,* 13th edition, Pearson,
Prentice Hall. (ISBN 978 0136009986)

BA 304 – Marketing Management

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 marketing 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).

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. On occasion, this additional material supersedes the material
covered in the textbook. We will integrate the learned marketing elements in the conduct of
Marketing Management using case study analysis. To enhance learning, the students would be
assigned to study groups.

HW is critical and the most challenging part of the course. The HW typed 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. No late homework is accepted
for grading. HW must be completed by Midnight of the previous day in which it is collected in
class. The typed HW is due at the beginning of the class meeting.

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.

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:

> Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
> 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.
> Students may not read other materials (newspapers, magazines) during class an no multitasking is allowed.
> Students are not allowed to come and go during class sessions.
> If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate in your group.
> To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
> During the exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).

> ➢ All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd **or** foul language.

Examination Policy:

I will use objective exams consisting of TF and MC questions. The final would be comprehensive and consists of two parts. The midterm would include only chapters covered in the lecture prior to the midterm and associated extra lecture information. The final is comprehensive. The exams are closed book exams, without a restroom break (or any other break) during the midterm or each of the parts of the final. (I will make alternative examination opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor). No exchange of pencils, erasers and any other material between students is allowed during the exam.   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 an F grade, in addition to other disciplinary consequences.

Grading Guidelines:

Class attendance 10 pts

Homework and assignments 30 pts*

Midterm 30 pts

Final 50 pts.

Total course points: 120 pts

The grade will be based on a curve. Gaining the following number of course points would assure the grade:

Course Points	Grade
95 and above	A
90-95	A-
80-89	B+
70-79	B
60-69	B-
50-59	C+
48-49	C
46-47	C-
44-45	D+
42-43	D
Below 42	F

Course Schedule:

Topics^ and Tentative Schedule^^

We will focus on elements in the following chapters^, in Kotler and Keller:

Topics   Chapters

I. Perspective and Information

1/23-1/30   Introduction and Overview.   1, 2

2/6- 2/13   Marketing Intelligence and Marketing Research   3, 4

II. Markets

2/13   Customer Value, Satisfaction and Loyalty.   5

2/13- 2/20   Consumer Markets   6

2/20-2/27   Business Markets   7

III. Segmentation, Targeting and Positioning*

3/6- 3/13 Market Segmentation* and Targeting*   8

3/13- 3/27 Brand Equity, Positioning* and Competition   9, 10,11

IV. Elements of the Marketing Mix:

3/27- 4/10 Product Strategy*, New Product Development*, Global Marketing* and Pricing
                                                                    12, 14, 20-22

4/10 - 4/17 Marketing Distribution: Channels and Logistics .   15, 16

4/17-5/1 Marketing Promotion: 17-19

Spring Recess: March 18-22

Midterm: March 6; Final: May 8.

^ The numerical reference to a chapter in the textbook.

 * This topic would be studied throughout the course.

^^ The time table is tentative. This is not an exclusive list of topics to be covered in this course. If time permits, I will accelerate the presentation. Alternatively, if necessary, pace and intensity of coverage may be traded off to assure greater comprehension.

Updated: January 9th, 2014. The syllabus may be updated in the future as necessary.