



## LINCOLN UNIVERSITY

BA 150 – Marketing  
Spring 2015  
Monday 12:30 – 3:15 p.m.  
Credit: 3 units (45 lecture hours)  
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 or equivalent**

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, 13th Edition, 2012.  
ISBN: 978-007-802888-5

### 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 to have your name/ID number, name of the assignment.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports. Assignments are to be on time at the start of class. Late assignments will not be accepted.

## **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. Each member of the team will write part of the final report – each will use a different font in 11 or 12 point. Fonts to be used are Times New Roman, Calibri, Arial, Cambria, and Century Gothic. Two people from the same country may not be on the same project team.

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  
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. 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.

Students are expected to understand the course requirements as defined in this syllabus.

## 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 210 points
  - Project assignments 30 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

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). Students sending emails need to follow up if they do not receive a response within 4 school days.

Revised: February 5, 2015

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## Schedule of Topics

January	26	Introduction to course. Discuss plans for the course. Discussion of marketing and marketing's role in a company. Start a Cookie Co.
February	2	Chapter 1 Marketing's Value to Consumers, Firms, and Society Chapter 2 Marketing Strategy Planning
	9	Chapter 3 Evaluating Opportunities in the Changing Marketing Environment. Project: Hand in Groups determined. Product determined.
	16	President's Day. No Class. Enjoy
	23	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning.  Open book exam
March	2	Chapter 5 Final Consumers and Their Buying Behavior Chapter 6 Business and Organizational Customers and Their Buying Behavior  Project: Hand in Target market defined – demographics and psychographics
	9	Chapter 7 Improving Decisions with Marketing Information In class exercises
	16	Chapter 8 Elements of Product Planning for Goods and Services Article assignment: Hand in assignment  Exam II
	23	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning  Project: Hand In Market Research Questionnaire

- 30 Chapter 13 Promotion – Introduction to Integrated Marketing Communications  
Chapter 15 Advertising and Sales Promotion  
Two Ads assignment Hand in assignment
- April
- 6 Chapter 16 Pricing Objectives and Policies  
Chapter 17 Price Setting in the Business World
- 13 Chapter 18 Ethical Marketing in a Consumer-Oriented World:  
Appraisal and Challenges
- Article assignment: Hand in assignment
- 20 Appendix A Economics Fundamentals  
Appendix B Marketing Arithmetic
- Case 22 Bright Light Innovations: The Starlight Stove
- 27 Article Assignment: Hand in assignment
- Case 17 Pure and Sparkling Water, Inc. – hand in your analysis of  
the situation along with a one paragraph recommendation
- May
- 4 Project Presentations  
Review course
- 11 Project due  
Exam III