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.

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


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
- 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. Email address is whess@lincolnluca.edu. Students sending emails need to follow up if they do not receive a response within 4 school days.

Revised: January 13, 2015
# LINCOLN UNIVERSITY

BA 304 – Marketing Management  
Monday 12:30 – 3:15 p.m.  
Spring 2015  
Instructor: Dr. Hess

## Schedule of Topics

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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| 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 |
| February 9 | Chapter 3 Evaluating Opportunities in the Changing Marketing Environment.  
Project: Hand in Groups determined. Product determined. |
| February 16 | President’s Day. No Class. Enjoy |
| February 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 |
| March 9   | Chapter 7 Improving Decisions with Marketing Information  
In class exercises |
| March 16  | Chapter 8 Elements of Product Planning for Goods and Services  
Article assignment: Hand in assignment |
| March 23  | Exam II  
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