

Lincoln University
School of Business

Fall 2016
Mr. Hibshoosh

Course: BA 304 Marketing Management
3 units, 45 contact hours
Day/Time: Thursday (Th) 1230-1515
Instructor: Aharon Hibshoosh
Office Hours: Th: 1815-1915.
Phone: (510) 843-6584
Email: ahibshoosh@lincolnuca.edu

Textbook: Armstrong Gary and Philip Kotler. (2014). *Marketing: An Introduction*, 12th edition. Saddle River, NJ: Pearson, Prentice Hall. (ISBN 978 0133451276)

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. In your study focus on definitions, principles, comparisons and processes and use the opportunity to apply them systematically in class discussions and HW cases. 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 many occasions, this additional material supersedes the material covered in the textbook. The textbook is selected as an advanced and updated introductory textbook in Marketing, as experience shows that most students never have an introductory marketing course, and as Marketing perspective have considerably evolved in the past few years as a result of technological changes. 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. We are using the CANVAS

software for HW collection, submission time monitoring and grade assignments. The HW files are submitted *only* through CANVAS. No hard copy is turned in. Every student must be listed with CANVAS. An adding student must belong to a group and inform the teaching assistant his/her adding status and group number. HW is due by 1AM Thursday as instructed by CANVAS. If you are late, you still may use an automatic extension of 8 hours and submit the HW by 9 AM Thursday through CANVAS. CANVAS has a built in time cut off function and would not allow submission past the deadline or the deadline extension. No further extension would be provided. Hence, any homework passed the due date extension deadline would not be accepted for grading.

In reporting to CANVAS every student must list on his/her assignment by the following order the following information: Student ID, Last Name and First Name- as appear on the enrolment sheet and group number. In reporting group work all group members must reported on the assignment in this format but only one submission per group is allowed.

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. Attendance is a component of the overall grading.
- 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). (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. Likewise, any conduct that constitutes subversion of the exam is punishable in at least a course failure. These specifically include: Removing or reproducing examination material; communication with anyone with the purpose of reconstructing the examination or any part of it; keeping or using the instructor's past exam questions to prepare for the exam without specific instructor authorization; distributing any examination material; impersonating an examinee or having an impersonator take the examination. This list is not exhaustive.

A student violating any of these requirements or similar ones 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

Regardless of exams' grades, a student must participate in the Homework to gain a passing grade.

The grade will be based on a curve. Gaining the following number of course points would assure the grade, provided it includes also HW participation:

Course Points	Grade
98 and above	A
93-97	A-
80-92	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

Topics^ and Tentative Schedule^^

The reference is to chapters^, in Armstrong and Kotler:

Course Schedule:

Day

Topics^

Chapters

Part 1 **An Introduction and Overview**

8/25- 9/1	The evolution of Marketing. The focus on Value Creation and Exchange	1
8/25- 9/1	Marketing Strategy I	2, 6*
9/8- 9/15	Marketing Environments	3
9/8- 9/15	Marketing information and Research	4

Part 2 **Markets and Customer Behavior**

9/22- 9/29	Consumer and Business: Markets and Behavior	5
9/29- 10/6	The Global market	15*
9/29-10/13	Segmentation and targeting	6

Part 3 **Marketing Strategy and the Marketing Mix**

10/20-10/27	Marketing Strategy II	6, 7, 8*
10/27- 11/3	Product, Product Development and Product portfolio management	7, 8
11/3-11/10	Pricing	9
11/10-11/17	Channels and Logistics	10
11/10- 11/17	Institutional Marketing: Retailing and wholesaling	11
11/17-12/1	Promotion	12, 13, 14

12/1 **Part 4** **Electives* and Review**

* This topic would be covered throughout the semester.

^ The numerical reference is to a chapter in the textbook.

^^ 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.

Special Dates

Spring Recess: November 22 – November 26

Midterm: October 20

Final: December 8

Updated: August 14th, 2016. The syllabus may be updated in the future as necessary. Expect possible changes and follow announcements regarding them on CANVAS.