

LINCOLN UNIVERSITY
BA 150- MARKETING
COURSE SYLLABUS
Department of Business and Economics
Fall, 2017

Lecture Schedule: Monday 12:30-3:15PM
Credit: 3 units
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Tuesday**, 8:30 AM – 9:00 AM and TBA
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Textbook: **Marketing Management**
Fourteen Edition, by Kotler and Keller; Prentice Hall 20012
ISBN-978-0-13-210292-6

CATALOG 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 from the center around which decision-making is examined, explained, and understood. (3 units).

Prerequisite: BA 10 or equivalent.

COURSE LEARNING OUTCOMES

After this course:

- Students will understand the scope and challenges of marketing.
- Students will understand the impact economic, social and political systems have on marketing.
- Students will be able to assess opportunities and develop corresponding marketing strategies.
- Students will be able to do research and develop a comprehensive marketing plan.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with marketing case studies. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

COURSE PROJECT

Every student in the class, working as a team, must design and implement a plan for developing a marketing plan for an existing company. Final project is due the next to the last class will be presented orally on the last day of class. The last day each group will do an oral presentation.

DOCTORAL STUDIES PROJECT

Every student in the doctoral program will be expected to develop a more comprehensive marketing plan.

REQUIREMENTS/HOMEWORK

Continuous assessment is emphasized. Four questions, posted on the board, and assigned readings are required every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take-home exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be no make-up assignments.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate and references to text and lectures mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

Class Questions	200 points
Mid-term exam	150 points
Final exam	150 points
Course Project - Written 50	
Oral 50	100 points
Graduate Project - Written 50	
Oral 50	<u>100 points</u>
Total	600 points

564-600	A	444-461	C
540-563	A-	420-443	C-
522-539	B+	402-419	D+
504-521	B	379-401	D
480-503	B-	360-378	D-
462-479	C+	359 + below	F

COURSE SCHEDULE**Lectures Topic**

- 1 Chapters: 1
- 2 Read Chapter: 2/case studies
- 3 Read Chapters: 3-4/case studies
- 4 Read Chapters: 5-6/case studies
- 5 Read Chapters: 7-8/case studies
- 6 Read Chapters: 9-10/case studies
- Take home midterm Chapters 1-10
- 7 Chapter: 11

- 8 Read Chapters: 12-13/case studies
- 9 Read Chapters: 14-15/case studies
- 10 Read Chapters: 16-17/case studies
- 11 Read Chapters: 18-19/case studies
- 12 Read Chapters: 20-22/case studies
Take home exam chapters 11-22
- 13 Trends in market management
Take home exam due
- 14 (a) Written Course Project Due
(b) Oral Presentation of Course Project

COMMENTS

- * Participation is required. What you put into the class will determine what you get out of it.
- * No talking or texting in class.
- * Please come on time. Late arrivals disturb everyone else.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions..

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the class.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems, both domestically and internationally.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. I have had the opportunity to work and travel to 191 countries.

Revised: August 19.2017

APPENDIX. Program and Institutional Learning outcomes.

Institutional Learning Outcomes (ILOs)	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
1a	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
2a	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
3a	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
4a	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
5a	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
6a	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
7a	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

Program Level Outcomes (PLOs)	
<i>Students graduating our BA program will be able to:</i>	
1	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
2	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
3	Demonstrate the ability to communicate with others using written and oral communication tools.
4	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
5	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.