

Lincoln University  
School of Business

Fall 2017  
Mr. Hibshoosh

**Course:** BA 304 Marketing Management

3 units, 45 contact hours

Day/Time: Tuesday 1230-1515PM

Instructor: Aharon Hibshoosh

Office Hours: Monday 2115-2315PM , Tuesday: 1515-1715PM.

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**Textbook:** Armstrong Gary and Philip Kotler. (2016). *Marketing: An Introduction*, 13<sup>th</sup> edition. Saddle River, NJ: Pearson, Prentice Hall. (ISBN 978 0134149530)

### **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 will 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 the 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 will be assigned to study groups.

### **Instructional Methodology:**

The course is based on lecture and homework, with case analysis that supports, integrates and extends the lecture as a major component. The lecture follows a classical textbook, whose various versions have integrated marketing evolution over several decades. (In the case of the author, Kotler, over four decades.) Additional materials will be presented in order to deepen the analytical and behavioral foundations, and in order to support a holistic perception of the

Marketing evolution, and to support more vivid presentation of the material. The additional material will be presented in various forms: verbal, formal mathematical, textual, and video based.

Cases supporting various topics also come in a variety of forms: print, audio and video. Case analysis is the most challenging component of the course. Both individual and group homework will be assigned. The analysis of these cases will be reiterated by the students after class analysis and discussion. No late homework is accepted, and all homework must be typed, unless otherwise specified.

**Homework:** 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 will 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 Tuesday 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 through CANVAS. CANVAS has a built in time cut off function and will not allow submission past the deadline or the deadline extension. No further extension will be provided. Hence, any homework past the due date extension deadline will not be accepted for grading.

In reporting to CANVAS every student must list on his/her assignment in 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 be reported on the assignment in this format, but only one submission per group is allowed.

**Course Learning Outcomes:**

	<b>Course Learning Outcome</b>	<b>Assessment activities</b>
1	Distinguish the unique perspective of Marketing as a managerial discipline with a particular perspective based on voluntary exchange and interdisciplinary foundations.	Case studies; midterm/final exams.
2	Demonstrate knowledge of the Marketing paradigm. This implies gaining demonstrative knowledge of the definitions of marketing concepts and linking the intrinsic of these definitions with marketing consequences and/or managerial implications.	Case studies; midterm/final exams.

3	Recognize significant marketing facts.	Midterm/final exams.
4	Demonstrate knowledge of dedicated marketing categorizations (e.g. be able to compare and contrast different types of goods, territorial channel arrangements, media, etc).	Case studies; midterm/final exams.
5	Discern the steps in various marketing processes.	Case studies; midterm/final exams.
6	Recognize extensively and precisely elements and structures of marketing strategy	Case studies; midterm/final exams.
7	Trace the implications of environmental changes on the evolution of marketing reality and practices.	Case studies; midterm/final exams.
8	Identify key features and compare consumer, business, and global markets.	Case studies; midterm/final exams.
9	Compare market structures and trace their strategic implications.	Case studies; midterm/final exams.
10	Identify the unique perspective of different elements of the marketing mix and their implications	Case studies; midterm/final exams.
11	Compare marketing research alternatives and demonstrate knowledge of marketing research practices.	Midterm/final exams.
12	Analyze marketing cases: Integrate the information given in a case and express it as a systematic marketing discipline based description of the case. Identify the key marketing issue(s), and form optimal strategies.	Case studies

### **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 and 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 an exam or a review of an 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 T/F and MC questions. The midterm will only include chapters covered in the lecture prior to the midterm and associated extra lecture information. It will focus on the nature of marketing, its environment, the importance of information and research, strategic considerations, and market comprehension. The final is comprehensive, but will focus on the second part of the course which emphasizes the firm's offer and employment of the marketing mix. 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 or 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, 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 exam grades, a student must participate substantially in the Homework and in each exam 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 and exams participation.

<b>Course Points</b>	<b>Grade</b>
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:**

<u>Day</u>	<u>Topics^</u>	<u>Chapters</u>
<b><u>Part 1</u></b>	<b><u>An Introduction and Overview</u></b>	
8/22-8/29	The evolution of Marketing. The focus on Value Creation and Exchange	1
8/22-8/29	Marketing Strategy I	2, 6*
9/5-9/12	Marketing Environments	3
9/5-9/12	Marketing information and Research	4

## **Part 2 Markets and Customer Behavior**

9/19-9/26	Consumer and Business: Markets and Behavior	5
9/26-10/3	The Global market	15*
9/26-10/10	Segmentation and targeting ^	6

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

10/10-10/17	Marketing Strategy II	6, 7, 8*
10/17-10/31	Product, Product Development and Product portfolio management	7, 8
10/31-11/7	Pricing	9
11/7-11/14	Channels and Logistics	10
11/7-11/14	Institutional Marketing: Retailing and wholesaling	11
11/14-11/28	Promotion	12, 13, 14

## **Part 4 Electives\* and Review**

\* This topic will 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:**

Labor Day holiday: September 4

Fall Recess: November 21-25

Midterm: October 24

Final: December 5

**Updated:** August 16<sup>th</sup> 2017. The syllabus may be updated in the future as necessary. Expect possible changes, and follow announcements regarding them on CANVAS.

## Appendix

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>DBA Graduates of Lincoln University should be able to:</i>	
<b>1c</b>	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
<b>2c</b>	Operate within alternative systems of thought, recognizing and assessing the needs, with related assumptions, implications, and practical consequences; and being able to communicate results effectively with others in figuring out solutions to complex problems
<b>3c</b>	as exemplary business professionals, minimize the possibility of indirectly harming others by following accepted standards at local, national or international levels; to be able to assess the likelihood and physical and social consequences of any developed product's harm to others.
<b>4c</b>	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
<b>5c</b>	Have perseverance to accomplish a goal despite potential obstacles, use sound judgments to make decisions at a right time, and make timely appropriate changes in thinking, plans, and methods in achieving organizational goals.
<b>6c</b>	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
<b>7c</b>	Formulate and arrange ideas, designs, or techniques, and apply them to specific issues and problems. They should be able to apply current research, scholarship and or/techniques in the field.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our DBA program will be able to:</i>	
<b>1</b>	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
<b>2</b>	Demonstrate effective research skills including formulation of research problem; integration of previous literature into an appropriate literature review; design of a research study; data analysis; and summary and presentation of results.
<b>3</b>	Create and present advanced forms of oral and written communications, including teaching and advising.
<b>4</b>	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
<b>5</b>	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.