

LINCOLN UNIVERSITY
BA 304- MARKETING MANAGEMENT
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
e-mail: kgermann@lincolnuca.edu
Phone: (510) 628-8016
Home e-mail: kengermann@att.net
Home Phone: (510) 531-3082
Textbook: **Marketing Management**
Fourteen Edition, by Kotler and Keller; Prentice Hall 20012
ISBN-978-0-13-210292-6

CATALOG DESCRIPTION

The course is analyzing the fundamentals of marketing management - definitions, concepts and development. It is intended to enable the student to marketing's decision making 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 are used will be used to provide practical applications of the concepts and principles. (3 units).

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.

PROCERDURES 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.

- 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 expeditor, 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>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; understand 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; to develop well-reasoned conclusions and solutions, and test 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

Institutional Learning Outcomes (ILOs)	
<i>DBA Graduates of Lincoln University should be able to:</i>	
1c	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
2c	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
3c	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.
4c	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
5c	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.
6c	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
7c	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.

Program Level Outcomes (PLOs)	
<i>Students graduating our DBA program will be able to:</i>	
1	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
2	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.
3	Create and present advanced forms of oral and written communications, including teaching and advising.
4	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
5	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.