



LINCOLN UNIVERSITY

Marketing (BA 150)

COURSE SYLLABUS

Summer, 2017 – Tuesday, Thursday (9:00 am – 11:45 am)

Instructor: Dr. Arthur Ashurov, # 407;

Office Hours: Thursdays from 11:45am to 12:30pm by arrangement

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu

3 Units = 45 Lecture Hours

Required Text and Materials:

Marketing, An Introduction, 2017 13th Edition; Gary Armstrong, Philip Kotler; Pearson; ISBN 10: 0-13-414953-X;

ISBN 13: 978-0-13-414953-0

Course Description:

A study of marketing function in business and in society, with an analysis of buyer behavior and competitor actions. The crucial facets of product, price, distribution, and promotion form the center around which decision-making is examined, explained, and understood. Cases will be used to provide practical applications of the concepts and principles. Prerequisite: BA 10 or equivalent.

Last Revision: June 5, 2017

Course Objectives:

1. To understand the concept of the nature and scope of marketing, global markets and marketing Environment.
2. To gain knowledge of identifying and selecting consumer markets. Market segmentation, buying behavior and marketing research aspects.
3. To understand product planning and development process, product mix strategies and price determination approaches.
4. To discuss the channels of distribution, retailing and wholesaling. Case studies of fundamentals of advertising, sales promotion and public relations. Managing the marketing efforts.

Methodology: Lectures, In-Class Discussions, Credit Time, Case Study, Quizzes

Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100



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Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

Exams:

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

ABSOLUTELY NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.

Other Comments:

- 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. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- 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.

The instructor reserves the right to change this syllabus

CLASS SCHEDULE:

Date	Focus of Discussion	Homework Assignment
T: 6/13	Orientation via Syllabus. Introduction to Marketing Management. Defining Marketing and the Marketing Process. Ch.1,2 Team Project Assignment.	Ch.1,2 Team Project Assignment
Th: 6/15	Understanding the Marketplace and Customer Value. Ch. 3, 4	Ch. 3,4. Case 1 - reading and answering questions



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		in writing.
T: 6/20	Ch. 5. Understanding Consumer and Business Buyer Behavior.	Ch.5
Th: 6/22	Ch.6. Designing a Customer Value-Driven Strategy and Mix.	Ch. 6. Case 2 - reading and answering questions in writing.
T: 6/27	Ch. 7. Product, Services, and Brands: Building Customer Value	Ch.7.
Th: 6/29	Ch. 8. Developing New Products and Managing PLC. Midterm Exam Review.	Ch. 8
T: 7/04	NO CLASS	
Th: 7/06	Midterm Exam (Chapters 1-8)	
T: 7/11	Ch.9,10. Pricing: Understanding and Capturing Customer Value	Ch. 9,10. Case 3. reading and answering questions in writing.
Th: 7/13	Ch. 11,12 Retailing and Wholesaling.	Ch.11,12
T: 7/18	Ch. 13,14. Personal Selling and Sales Promotion	Ch. 13,14. Case 4 - reading and answering questions in writing.
Th: 7/20	Ch. 15, 16. Extending Marketing. Sustainable Marketing.	Ch. 15,16
T: 7/25	Project Presentation and Evaluation. Final Exam Review	Case 5 - reading and answering questions in writing.
Th: 7/27	Final Exam	