



Lincoln University

BA 150 – Marketing

COURSE SYLLABUS 2018

Instructor: Prof. Ken Germann, MBA, JD
Lecture Schedule: Monday 12:30-3:15PM
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Tuesday, 8:30 AM – 9:00 AM and TBA
e-mail: kgermann@lincolnuca.edu
Textbooks: Marketing Management, Fourteen Edition, by Kotler and Keller;
Prentice Hall 2012, ISBN-978-0-13-210292-6

Last Revision: January 13, 2018

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 form the center around which decision-making is examined, explained, and understood. (3 units)
Prerequisite: BA 10 or equivalent

COURSE LEARNING OUTCOMES¹

	Course Outcome	Program LO	Institutional LO	Assessment Activities
1	Demonstrate an understand of the scope and challenges of marketing.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Class discussions, midterm and final exams
2	Demonstrate an ability to assess opportunities and develop corresponding marketing strategies.	PLO 2	ILO 1a, ILO 6a	Class discussions, midterm and final exams, course project
3	Be able to effectively communicate crucial marketing insights in professional environment	PLO 3	ILO 2a, ILO 7a	Course project
4	Be able to do research and develop a comprehensive marketing plan.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Course project, class discussions

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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..

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.