



LINCOLN UNIVERSITY

BA 150 – Marketing
Fall 2023
Tuesday 3:30 – 6:15 p.m.
Credit: 3 units
Instructor: Dr. Bill Hess
Level: Developed (D)

CATALOG 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 products, price, distribution, and promotion form the center around which decision-making is examined, explained, and understood. (3 units) Prerequisite BA 10.

COURSE OBJECTIVES

Students will study the fundamentals of marketing – definitions, concepts, and development. It is intended to enable the student to understand marketing's decision-making role in a company and the impact of those decision in establishing a marketing plan.

The objectives of this course are

- to develop an understanding of the fundamentals of marketing management
- to understand marketing's role in a company
- to develop a working knowledge of the marketing components - product, price, promotion, and distribution
- to understand the impact of marketing decisions on the organization

TEXTBOOK

Perreault, Cannon, and McCarthy, Essentials of Marketing Irwin, 15th Edition, 2015.
ISBN: 978-1-259-57353-8

METHODOLOGY

Instruction will include lecture, student discussion of material studied, case study, and individual assignments.

COURSE WORK

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project. All assignments must be typed. Assignments are due at the start of the class in which they are assigned. Lincoln University uses APA style format for student work. If you are unfamiliar with this format, contact the library for help. There are also free booklets available to show you the steps in using APA style format. Again, contact the library for help.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports.

COURSE JOURNAL

Each student is to keep a course journal. This is your personal journal. You will use it to help you learn and apply what we are studying in this course.

Each day you need to make personal notations of what we discuss in class. Your job and the outside world will provide you with the opportunity to see how this all applies in marketing. Include your observations of marketing in the outside world in your journal.

e.g., Macroenvironment – I read in The Financial Times and The Wall Street Journal different opinions on how having a Democratic President and a Democratic congress will create a huge shift in how companies invest their money. There is a debate on whether this will improve the country's infrastructure. This may require companies to develop different products which will require entirely new marketing plans, programs, distribution, and pricing.

The total points available for the journal is 60. I will ask for journals to be turned in twice during the course and at the end. They will be graded each time. I may ask students to share with the class what they have in their journal. Bring your journal to class every day and be prepared to hand it to me. Late submissions will not receive a grade.

MAJOR PROJECT

There is a major group project – the development of a marketing plan for a product or service.

Each group will prepare a detailed marketing plan that consists of

1. a market research questionnaire.
2. a plan for each of the 4P's of marketing.
3. an ad for the product or service (radio, TV, magazine, or billboard)

The teams will be comprised of people from different countries. This is designed to enable students to learn the culture, marketing approaches of different countries as well as their learning styles.

Everyone is to participate in the development of the project plan. Everyone is to participate in the writing of the plan. Any member not actively working with their team on the project is to be reported to the instructor. This is a group project requiring group participation.

The focus of the project is that the team has developed a new product that it believes can be successful in making money. The team is to develop a marketing plan of action. Products the team can select from are:

Caloric Strip	3 in 1 stroller	Herbal Pillow
Powdered Wine	Powdered Beer	Helicopter Commuter Service
Teeth Cleaning Gum	No Snore Pillow	

You are a start-up company. You have very limited financial resources. You are developing a marketing plan to present to potential venture capitalists. Before starting to work on your project the team must notify me in writing who is on the team.

WRITTEN PROJECT FORMAT

- Overview of Company
- Description of Product/service
- Target Market Definition – demographics/psychographics
- Analysis of Macroenvironment
- Company analysis – SWOT
- Competitive analysis – SWOT
- Market Research Questionnaire, Results, Analysis
- Positioning
- Promotion Plan
- Distribution Plan
- Pricing Plan
- Pro Forma Income Statement – 3 year plan

Your project should demonstrate that the team understands and can apply the fundamentals of marketing. I will provide samples of previous projects to give you ideas for your written report.

PROJECT GRADING

Your project grade will be based on your work. You may have up to 10% similarity from Turnitin on your report. If it is more than 10% you will lose points. For example, assume you receive a grade of 90 points for the 100-point paper. Your similarity report is 16%. $16 - 10 = 6$. You will receive $100\% - 6\%$ or 94% of the 90 points. That means your paper will receive a grade of 84.6 points for your project report.

Your document must be submitted in word. I will submit your report to Turnitin to be sure no one copied from any sources. Any paper with similarity of 10+% on Turnitin will receive no points for the project. You can use material from internet sources if you provide proper reference/citation.

Virtual Library (available 24/7)

In case you want to do some research on an industry or a company I have asked Nicole Marsh, Lincoln University's Head Librarian, to provide some library sources you can use. Here are guidelines. Follow them closely.

The library's collection is primarily online. That means you can access our e-databases from home 24 hours a day, 7 days a week. This includes thousands of journal articles, newspaper and magazine articles, eBooks, videos, business plans, company and business data, reference material, etc. All of the library's electronic resources are listed with descriptions in the [LIRN Portal](#). The portal can be accessed from our [Library web page](#) and with the following link and credentials (*restricted to the Lincoln community*):

LIRN Portal: <https://proxy.lirn.net/LincolnUniv>

Login: lincolnuniv

Password: lincolnoak

Library resources are meant only for members of the Lincoln University community and are not to be shared outside of that. If we find someone has allowed a non-Lincoln University student to use these sources, we will close the portal which means no one will have access to these excellent data bases.

Detailed guide to business resources of the library as well as the description of Lincoln University approach to information literacy are available at the [LU Library](#) website (lincolnuca.libguides.com).

BIBLIOGRAPHY

In addition to the text used for this course, it may help the students to expand their interest and knowledge in the subject by reading material in other publications and texts. Recommended reading includes:

[The Wall Street Journal](#)

[Rural Marketing](#)

[San Francisco Business Times](#)

[Business Week](#)

[Integrated Marketing Communications](#), Belch & Belch; Irwin. 2002

[Services Marketing](#), Lovelock; Prentice Hall, Inc. 1991. Second Edition.

EXPECTATIONS

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the marketing operations of a company. We will discuss the application of marketing theory to real life situations drawn from my professional experience. I want you to share your own experiences – or if you have limited work experience - to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Notes, electronic dictionaries, or any method of obtaining information is not permitted during quizzes or exam.

EVALUATION

Grades will be based on the quality of reports, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of marketing. Memorizing definitions is not sufficient. Grades will be based on:

Quizzes	40 points
Exam	100 points
Classroom participation	80 points
Course Journals	60 points
Marketing project	<u>100 points</u>
	380 points

365 – 380 – A	350 – 365 – A-	334 – 349 – B+	323 – 333 – B
312 – 322 – B-	301 – 311 – C+	290 – 300 – C	274 – 289 – C-
253 – 273 – D	Below 253 – F		

Your project must have the Turn It In report attached when you submit it for a grade. It will not be graded if the Turn It In report is not included.

MAKE-UP WORK

Assignments are to be on time at the start of class. Late assignments will be reduced 50% in grade. Quizzes and exam cannot be made up if missed – unless there is a documented emergency.

TURN IT IN

The project report is to be submitted with a Similarity Report from Turnitin. Each person will need to create an account to do so. Here are the instructions on how to do so:

1. Go to www.turnitin.com and click
2. Instead of login click on 'Create Account'
It is clickable and you can find at the top right-hand side corner.
3. The page will appear as "Create a User Profile" where you need to go down below that page and there is a student button and click there.
4. Then the page will appear as "Create a Student Account" where you need to key in the given Class ID and Enrollment Key by Dr. Hess. Class ID is 37731640 Enrollment Key is BA 150.

Fill up those details in the respective places and also fill out all your email ids etc. below the page. and you are set for the class and then submit your report.

Use of Turnitin

Turnitin is a tool to help you in your work. You can use it for spelling and grammar help. You can use it to determine how much of your project report came from the internet. When you have your final project report written you are to submit it to Turnitin for a similarity report. Turn your project report and the similarity report together.

Final Notes

Exam cannot be made up if missed – unless there is a documented emergency.

The professor reserves the right to modify the course as necessary to achieve student outcomes.

If you require special accommodations for this course, you should notify Student Services. Please contact them at studentservices@lincolnuca.edu 510/628-8034. You will need a letter of accommodation from a licensed medical practitioner. After notifying Student Services make an appointment with your instructor(s) to have a confidential discussion of what you will require for this course.

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million. For help with your course work, you can reach Professor Hess at his E-mail address whess@lincolnuca.edu. Students need to follow up if they do not receive a reply response.

COURSE SCHEDULE

August	22	Introduction to course. Discuss plans for the course. Discussion of Marketing Chapter 1 Marketing's Value to Consumers, Firms, and Society Start a Cookie Co.
	29	Chapter 2 Marketing Strategy Planning Chapter 3 Evaluating Opportunities in the Changing Market Environment
September	5	Second half of Chapter 3 Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning Open Book Quiz
	12	Chapter 5 Final Consumers and Their Buying Behavior
	19	Chapter 6 Business and Organizational Customers and their Buying Behavior Be prepared to discuss Case 6 Steel Solutions
	26	Chapter 7 Improving Decisions with Marketing Information In class exercises
October	3	Chapter 8 Elements of Product Planning for Goods and Services
	10	Chapter 9 Product Management and New Product Development Quiz II
	17	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning
	24	Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising, Publicity, and Sales Promotion Two Ad Assignment – one good/one bad ad.
	31	Chapter 17 Pricing Objectives and Policies Chapter 18 Price Setting in the Business World
	7	Appendix A
	14	Marketing in A Consumer Oriented World
	21	Fall Break No Class
	28	Course Review
December	5	Final Exam Projects due

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class, the student will receive 5 points.

Name as on university records

ID No. _____

Lincoln University email address:

Signature:

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally, I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine, I will receive no points for the assignment.

Revised: August 14, 2023

COURSE LEARNING OUTCOMES¹

	Course LO	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
5	Be able to apply major ethical theories in process of formulation of marketing strategies.	PLO 5	ILO 3a, ILO 4a	Class discussions, midterm, and final exams

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.