



COURSE INFORMATION

MASTER OF BUSINESS ADMINISTRATION – BA304, MARKETING MANAGEMENT SYLLABUS FALL, 2023

INSTRUCTOR INFORMATION

- Chiu Chen, Ph. D., Purdue University
- cchen@lincolnuca.edu
- Room 407
- (925)322-1693
- Office Hours: Monday from 11:45 am to 12:30 pm and by appointment

COURSE CREDITS AND LEVEL

- 3 units/45 lecture hours
- Mastery 1 (M1)

CLASSROOM LOCATION AND CLASS MEETING TIME

- TBD
- Monday from 12:30 to 3:15 pm

COURSE DESCRIPTION

GENERAL DESCRIPTION

The course is analyzing the fundamentals of marketing management – definitions, concepts, and development. It enables students to understand marketing's 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 are used to provide practical applications of the concepts and principles.

The specific course objectives are to:

- Provide the student with a knowledge of the basic concepts and practices of marketing
- Introduce consumer buying processes
- Discuss the process of developing marketing strategies
- Outline the product strategies and branding strategies
- Explain the different types of pricing strategies
- Describe strategic issues in marketing channels, including power and conflict in channel relationship
- Analyze integrated marketing communication strategies
- Communicate an understanding of marketing concepts and activities through written assignments including project presentations



LEARNING OUTCOMES¹

At the end of the course, students should be able to:

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Describe the elements of marketing management process, the basic components of marketing programs, and the interaction of marketing with other functions of the organization.	PLO1	ILO1b	in-class discussions quizzes exams chapter assignments project assignments
2	Investigate case studies including strategic decisions on products, promotions, distribution, and pricing.	PLO3	ILO2b ILO3b	in-class discussions chapter assignments
3	Apply analytical skills to define marketing problems, identify opportunities, and interpret their implications for decision-making.	PLO5	ILO4b	group project assignments in-class group discussions
4	Develop marketing strategies and plans.	PLO2 PLO6	ILO6b ILO7b	group project project presentation

To achieve these learning outcomes, we will employ classroom discussion, case analyses, experiential exercise, and written and oral presentations. Lectures on conceptual material and instruction on analytical methods support the classroom activities. Student performance will be evaluated through class participation, quizzes, individual assignments, a marketing project and examinations. Student participation in class activities is essential and will be graded. Attendance at all scheduled class meetings is expected.

COURSE REQUIREMENTS

REQUIRED COURSE MATERIALS

- Textbook: P. Kotler, K. L. Keller, and A. Chernev (2022), Marketing Management (16th Edition), Prentice Hall, ISBN-13: 978-0135887158, ISBN-10: 0135887151
- Other relevant information pertaining to the assignments.

CLASS ATTENDANCE AND PARTICIPATION

Student attendance for this course is essential. A student missing more than 9 sessions will not pass the course. A session is defined as a one-hour lesson; every Monday class period consists of three lessons/sessions. Five points will be deducted for each missed session. Students start with 15 points of participation in total for each class (ex. If a student misses the first two sessions of a class, they will only receive 5 participation points.) (Please see the grading formula for class

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



attendance and participation under the “Method of Evaluation” section for more information). If an absence is necessary, the following guidelines regarding absences should be followed.

- For any student who has an exceptional circumstance, they must consult with the Director of Admissions and Records for an alternative to making up the class sessions missed.
- A doctor’s note is required if you miss the class due to illness.

Students are encouraged to be prepared for the class and contribute to class discussions. Points will be granted to students who participate in the class discussions (see the grading formula for class participation under the “Method of Evaluation” section).

CHAPTER AND PROJECT ASSIGNMENTS

Chapter and project assignments will be assigned periodically.

- Assignments must be typed. Hand-written assignments will not be accepted.
- Assignments are due by 12:30 pm of the due date. You are asked to submit your assignments via the Canvas. Assignments submitted via email are not accepted.
- Five points per week will be deducted if assignments received after the due date.

GROUP PROJECT AND PRESENTATION

Everyone will complete a group project paper and presentation. The project is described on page 9, 10, 11, and 12 of this syllabus. Four project assignments have to be done to finish group project step by step. You may need to discuss your project with Instructor for 2 to 3 times to make sure having a satisfactory outcome.

Assignments and projects required students to actively use resources of the library. 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](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

QUIZZES

Quizzes will be given at the beginning of each class. Each quiz is worth ten or twenty points.

EXAMINATIONS

Three examinations are scheduled throughout this semester. The following lists the material covered in each exam:

- Exam 1 - Chapters 1, 2, 3, 6, and 7
- Exam 2 - Chapters 8, 9, 10, and 11
- Exam 3 - Chapters 13, 14, 15, and 16

For more information on course activities and course schedule, please click the course navigation function SYLLABUS on the left side of the screen, and then click the link of Syllabus, Course Schedule, and Group Project.



METHOD OF EVALUATION

POINTS AND PERCENTAGE

• Class participation	100 total	10%
• Chapter assignments	30 each, 180 total	16%
• Project assignments	30 each, 120 total	11%
• Quizzes	20 each, 200 total	18%
• Examinations	100 each, 300 total	27%
• Written project	100 total	9%
• Project presentation	100 total	9%
• Total	1100 points	100%

GRADING SCALE

• A+: 1027 + (93.33%)	A: 990 – 1026 (90%)	A-: 953 – 989 (86.67%)
• B+: 917 – 952 (83.33%)	B: 880 – 916 (80%)	B-: 843 – 879 (76.67%)
• C+: 807 – 842 (73.33%)	C: 770 – 806 (70%)	C-: 733 – 769 (66.67%)
• D+: 697 – 732 (67.33%)	D: 660 – 696 (60%)	D-: 623 – 659 (56.67%)

CLASS ATTENDANCE AND PARTICIPATION

Grading formula for class participation is listed below:

- $100 - (5/\text{session} \times \text{Absence}) + (0.1 \times \text{Discussion})$

CLASSROOM CONDUCT

The normal rules of classroom etiquette apply. Try to respect your classmates in a way that helps to make the best learning environment possible. Try not to bring cell phones, laptops, or any electronic devices into the class. If you must have these kinds of electronic devices, make sure that they are silenced, stored away and not used any time during the class period. Laptops are allowed for note-taking only. Unnecessary distractions that detract from the classroom are highly discouraged and repeated disruptions will be reflected in a poor class participation grade. Be on time to class, as quizzes will be given at the beginning of the class.

RUBRICS AND GRADES

In order to understand what is expected of you for each assignment, please check out the rubric attached to each assignment for the grading criteria. You can view your grades by clicking the Grades in the left-hand side of the course site. Please check your grades regularly to make certain that I have received all your assignments. If you have a question about a grade, email me through my LU email account.

Group written report and presentation are graded based on group members' evaluation. Not everyone in the same group will receive the same grade for your final report. The following formula will be used: $(\text{the score you give yourself} + \text{the scores your group members give you}) / \text{the highest score each group member gives out} = \text{percentage of your contribution for the group report and presentation.}$



MAKE-UP EXAMINATIONS

Do not miss the regularly scheduled quizzes and exams. Note the following points.

- Make-up quizzes will not be granted to students who miss classes and quizzes.
- Only individuals who miss the regularly scheduled exams for reasons acceptable to the university and Instructor can take a make-up exam. These reasons include your unavoidable illness when verified by a physician and almost no others. Unacceptable reasons include weddings (yours or anyone else), vacations, rides home, lack of preparation, loss of memory, sleeping in, a relative's illness or death, car trouble, and most all other reasons of a similar nature.
- Fifteen points will be deducted from your total exam score per week until the make-up exam is completed. For example, if you miss an exam due on 10/2 at 3:15 pm and you take a make-up exam within one week (10/9, before 12:30 pm), 15 points will be deducted. If you take it past 12:30 pm on 10/9 and within two weeks (10/16, before 12:30 pm) 30 points will be taken off.
- All make-up exams are administered no later than Tuesday of the last full week of class at a mutually convenient time.
- You must inform me, in writing, of your need to take a make-up exam at least one full week before the make-up exam date. Please also provide supporting documentation for why you missed the exam (e.g., doctor's note, court proceedings, family emergency, etc.)
- Make-up exams may be in a different format than the original test. If the original test is multiple-choice, the make-up could be an essay.

COURSE COMMUNICATION

For personal concerns or questions, office hours are a good way to contact me. Feel free to go to Room 407 (adjunct faculty lounge) before class, Monday from 11:45 am to 12:30 pm. If this office hour does not work for you, email me for appointments. Zoom meeting can be scheduled at a mutually convenient time.

ANNOUNCEMENTS IN CANVAS

Announcements will be made in class and be posted on Canvas on a regular basis. The announcements in Canvas will appear on your BA304 course menu when you log in. Please make sure to check them regularly, as they will contain important information about upcoming learning activities or class concerns. I expect students will login at least 3 times per week.

COURSE Q&A IN CANVAS

This is an informal discussion forum where students can post and respond to questions about course content and logistics. When posting on this discussion board, it is important to understand how to interact with one another online. You can read more about the rules of netiquette at <http://www.albion.com/netiquette/index.html>.

EMAIL

Another way to contact me is through email. I generally check my email several times each day. You can expect a response within 24 hours, Monday 9:00 am to Thursday 5:00 pm; no response



guarantee on Fridays or Weekends. Please check your emails regularly for class updates. When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with the course number, your name, and message subject. For example, *BA304_ChIUChen_Chapter Assignment*.
- Send emails to my LU email account.

ACADEMIC HONESTY

You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not let another student login to your Blackboard account. Contribute fairly to group work. Always cite *all* reference materials that you use (including materials from the web).

During examinations, you are not allowed to walk in and out of the classroom until completion of the examination.

STUDENT DISABILITY SERVICES

Lincoln University is committed to making its educational opportunities accessible to qualified individuals with disabilities in accordance with Sections 503 and 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). Students with disabilities who require accommodations must contact Student Services Department as soon as possible. All individuals requiring reasonable accommodations are responsible for informing the university in a timely fashion and for providing documentation and evaluation in appropriate cases. Students already registered with Student Services Department should present their letters of accommodation to faculty at the start of term or as soon as possible in order to ensure that needs are met. (<https://acqa.lincolnuca.edu/disability-policy/> and <https://acqa.lincolnuca.edu/ada-accommodations/>)

NOTE

The instructor reserves the right to alter the contents of this syllabus/schedule at anytime during the semester.



COURSE OUTLINE FOR MARKETING MANAGEMENT

Module 1: Fundamentals of Marketing Management

- 8/21 Course introduction
Group project description
Defining marketing for the new realities
Syllabus
Project group forming
Chapter 1
- 8/28 Marketing planning and management
Chapter assignment #1 due and discussion
Quiz #1
Chapter 2
- 9/04 Labor Day

Module 2: Understanding the Market

- 9/11 Analyzing consumer markets
Project assignment #1 due
Quiz #2
Chapter 3
Introduction of the
product/service

Module 3: Developing a Viable Market Strategy

- 9/18 Identifying market segments and target customers
Chapter assignment #2 due and discussion
Quiz #3
Chapter 6
- 9/25 Crafting a customer value proposition and positioning
Project assignment #2 due
Quiz #4
Chapter 7
Situation analysis and
SWOT analysis

Module 4: Designing Value

- 10/02 Exam #1
Designing and managing products
Chapter 1, 2, 3, 6, 7
Chapter 8
- 10/09 Designing and managing services
Project assignment #3 due
Group member evaluation #1
Quiz #5
Chapter 9
Marketing goals and
objectives
- 10/16 Building strong brand
Chapter assignment #3 due and discussion
Quiz #6
Chapter 10
- 10/23 Managing pricing and sales promotions
Chapter assignment #4 due and discussion
Quiz #7
Chapter 11



Module 5: Communicating Value

- 10/30 Exam #2 Chapter 8, 9, 10, 11
Designing an integrated marketing campaign in the Chapter 13
digital age
- 11/6 Personal selling and direct marketing Chapter 14
Project assignment #4 due Product strategy and
Quiz #8 pricing strategy

Module 6: Delivering Value

- 11/13 Designing and managing distribution channels Chapter 15
Chapter assignment #5 due and discussion
Quiz #9
- 11/20 Managing retailing Chapter 16
Chapter assignment #6 due and discussion
Quiz #10
- 11/27 Exam #3 Chapter 13, 14, 15, 16
- 12/04 Presentations
Final project due
Group member evaluation #2
Course evaluation



GROUP PROJECT GUIDELINES

For this project, you can assume either that: (1) your group works for an existing company and you are asked to *modify* an existing product/service, (2) your group works for an existing company and you are asked to *create* a new product/service, or (3) your group is planning to open a new business.

You are developing a marketing plan for this product/service for your own company/an existing company of your choice. The purpose of this marketing plan or proposal is to persuade investors to financially sponsor your idea for the product/service.

This project will be done in groups of three to four. You are free to choose your own group members. If you have trouble finding a group, please ask for my assistance.

These worksheets will assist you in writing a formal marketing plan. Worksheets are a useful planning tool because they help to ensure that important information is not omitted from the marketing plan. Answering the questions on these worksheets will enable you to:

1. Organize and structure the data and information you collect during the situation analysis.
2. Use this information to better understand a firm's strengths and weaknesses, and to recognize the opportunities and threats that exist in the marketing environment.
3. Develop goals and objectives that capitalize on strengths.
4. Develop a marketing strategy that creates competitive advantages.
5. Outline a plan for implementing the marketing strategy.

By following the format of the worksheets, you will be able to change the outline or add additional information that is relevant to your situation. Remember that there is no one best way to organize a marketing plan. The outline was designed to serve as a starting point and to be flexible enough to accommodate the unique characteristics of your situation.

I. Executive Summary

The executive summary is a synopsis of the overall marketing plan. It should provide an overview of the entire plan including goals/objectives, strategy elements, implementation issues, and expected outcomes. The executive summary should be the last part of the marketing plan that you write.

II. Introduction of the Product/Service

Introduce your new product/service or modified product/service.

- A. Describe your new product or service.
- B. Describe the benefits your product/service provide to the customers.
- C. How will these benefits play a role in determining the customer value of your product/service?



III. Situation Analysis

Situation overview provides an overall evaluation of the environment in which the company operates, as well as of the markets in which the company competes and/or will compete.

A. The Internal Environment

- Review of current marketing goals and objectives
- Review of current and anticipated organizational resources
- Review of current and anticipated cultural and structural issues

B. The Customer Environment

- Who are the firm's current and potential customers?
- What do customers do with the firm's products?
- Where do customers purchase the firm's products?
- When do customers purchase the firm's products?
- Why and how do customers select the firm's products?
- Why do potential customers not purchase the firm's products?

C. The External Environment

- Competition
- Economic growth and stability
- Political trends
- Legal and regulatory issues
- Technological advancements
- Sociocultural trends

IV. SWOT Analysis

The SWOT analysis is conducted to assess your product's/service's strength, weakness, opportunities, and threats. Use the information from your Situation analysis and SWOT analysis to identify your product's core competencies and to develop the competitive advantage.

- A. Strength
- B. Weakness
- C. Opportunities
- D. Threats
- E. Developing competitive advantage
- F. Developing a strategic focus

V. Marketing Goals and Objectives

Specify qualitative measures and quantitative measures of what is to be accomplished.

- A. Marketing goals (should be broad, motivational, and somewhat vague)
- B. Marketing objectives (must contain the specific and measurable outcomes, a time frame for completion, and identify the person/unit responsible for achieving the objective)



VI. Marketing Strategy

Identify the target market of your new product and outline how the company will achieve its objectives.

- A. Primary and secondary target market
- B. Product strategy
- C. Pricing strategy
- D. Distribution/supply chain strategy
- E. Promotion strategy

VII. Marketing Implementation

You should advise how the company implements its marketing strategies. Clearly identify any marketing organization, activities and responsibilities, and implementation timetable.

- A. The overall approach to implementing the marketing strategy
- B. Tactical marketing activities (the details of the marketing strategy and how it will be executed in terms of person/department responsible, required budget, and completion date)
- C. Implementation schedule and timeline

VIII. Evaluation and Control

You will need to explain how the company will measure and evaluate the results of the implemented plan. In your report, you should highlight the performance standards, financial controls and monitoring procedures.

- A. Formal controls
- B. Informal controls
- C. Marketing audits
- D. Evaluation of the implementation schedule and timeline

IX. Conclusion

The concluding paragraph should reinforce your product/service ideas, summarize the key supporting strategies you discussed in the body of your report, and provide your final impression of the central idea.

X. References

XI. Appendix



Written Report. You will produce a final written report for the project. This report should be approximately 20 pages (more than 20 pages are accepted), double-spaced, with 12-point font and one-inch margins. Your written report should be in essay format – a cover page, table of content, headings, subheadings, and page numbers. You should follow the format outlined below. You are welcome to insert tables or photos in this project. The report will be marked based on both content and form. High quality writing is expected.

Each of you are responsible for every portion of the report. If you distribute responsibilities, be sure to read and edit the other group member's sections before turning in the final report.

Project Section	Approx. Length
Report Cover	1 p
Table of Contents	1 p
Executive Summary	1 p
Introduction	1 p
Situation Analysis	2 p
SWOT Analysis	2 p
Marketing Goals and Objectives	1 p
Marketing Strategies	5 - 6 p
Marketing Implementation	2 p
Evaluation and Control	2 p
Conclusion	1 p
References (use APA citation style)	1 – 2 p
Appendices (evidence of data collection is required)	As needed