



Lincoln University

SUMMER 2023

ONLINE

COURSE: BA 304: MARKETING MANAGEMENT
Mondays and Wednesdays 3:30 – 6:15 PM PST
Level: Mastery 1 (M1)

INSTRUCTOR: Igor Himelfarb, Ph.D. ihimelfarb@lincolnuca.edu

OFFICE HOURS: Before and after class and by appointment

TEXT: Perreault, Cannon, and McCarthy, Essentials of Marketing Irwin, 13th Edition, 2012. ISBN: 978:007-802888-5

CATALOG DESCRIPTION:

The course is analyzing the fundamentals of Marketing Management - definitions, concepts, and development. It is intended to enable the student to understand marketing 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 will be used to provide practical applications of the concepts and principles. (3 units).

COURSE OVERVIEW:

Top marketers share a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and engagement in a fast-changing, increasingly digital, and social marketplace. Marketing starts with understanding consumer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. Thus, at the heart of this course will be helping students understand how marketers, brands, and customers engage each other with marketing technologies, including online, mobile, and social media. Further, this course will provide students with current coverage of developments in the fast-changing area of integrated marketing communications. Moreover, student will be taught how to apply major theoretical concepts in action using real-world marketing examples.

LEARNING OBJECTIVES:

As a result of this course the student should be able to:

1. Distinguish the unique perspective of Marketing as a managerial discipline with a particular perspective based on voluntary exchange and interdisciplinary foundations.

2. Demonstrate knowledge of the Marketing paradigm. This implies gaining demonstrative knowledge of the definitions of marketing concepts and linking the intrinsic of these definitions with marketing consequences and/or managerial implications.
3. Recognize significant marketing facts.
4. Demonstrate knowledge of dedicated marketing categorizations (e.g., be able to compare and contrast different types of goods, territorial channel arrangements, media, etc.).
5. Discern the steps in various marketing processes.
6. Recognize extensively and precisely elements and structures of marketing strategy.
7. Trace the implications of environmental changes on the evolution of marketing reality and practices.
8. Identify key features and compare consumer, business, and global markets.
9. Compare market structures and trace their strategic implications.
10. Identify the unique perspective of different elements of the marketing mix and their implications.
11. Compare marketing research alternatives and demonstrate knowledge of marketing research practices.

INSTRUCTIONAL METHODS:

This is an online class. The instructor will lecture and hold discussions with students. Every student is welcome to participate in classroom activities. Cases and problem solving assignments will be given throughout the course. Homework will be assigned. During lectures, students will learn principles and concepts covered in the text as well as in various sources on relevant topics. There will be class discussions and group presentations by students.

INSTRUCTIONAL TECHNOLOGY

The class is taught 100% online using Zoom. Zoom link is provided below. Canvas will be used as a web-based learning management system. Via Canvas, students will be able to access and manage online course learning materials and communicate about skill development and learning achievement. Exams will be administered via Canvas.

ZOOM

<https://lincolnuca-edu.zoom.us/j/83081985619?pwd=a3dQU0pmS1RBeIVnYUx6SDNIRHhsQT09>

Meeting ID: 830 8198 5619

Passcode: 640271

CLASS ATTENDANCE:

Students are expected to attend class on a regular basis. This class is intense; therefore, attendance is crucial to be able to perform well in this course. Some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you attend and take thorough notes in class.

ASSIGNMENTS:

There will be homework assignments given out at the end of each week (5 in total). Students are welcome to work with other classmates on the homework, but it is expected that each student turns in his/her own, independently written, homework. Please submit an electronic copy of your *typed* homework assignment that has your name by e mail to your instructor. ***No late homework will be accepted!***

EXAMS:

There will be two exams-- a midterm and a final. To assess your learning in this course, exam questions will be derived from the lecture and textbook. Topics covered in lecture will be of major emphasis on the exam and should be the focus of your textbook readings. To avoid guessing, there will be no multiple-choice questions on the exam. ***All exams are open books and open notes.***

GRADING PLAN:

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
below 60%	F

Item	%
Class Participation	10%
Homework	20%
Midterm Exam	30%
Final Exam	40%

CLASSROOM POLICY:

I am available and will do my best to help you learn and succeed. Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help with data analysis. Please visit me during my virtual office hours, or talk to me immediately after class, if you need study tips or additional help.

TENTATIVE CLASS SCHEDULE:

SESSION	CONTENT
12-Jun	Introduction: Evolution of Marketing
14-Jun	Marketing Today: Partnering, Value and Relationships
19-Jun	Marketing Models
21-Jun	Case Analysis. Case 1: When Your Brand Is Racist
26-Jun	Quantitative Marketing: Analytical Approaches
28-Jun	Quantitative Marketing: Analytical Approaches
3-Jul	Target Audience, SWOT
5-Jul	Case 2: Southwest Airlines
10-Jul	Midterm
12-Jul	Case 3: BOA Technology
17-Jul	Research Methods in Marketing
19-Jul	Consumer Behavior and Market Research
24-Jul	Presentations
26-Jul	Final Exam

Note: Instructor reserves the right to modify the content of this syllabus.

GOOD LUCK!