



## LINCOLN UNIVERSITY

BA 304 – Marketing  
Spring 2024  
Wednesday 12:30 – 3:15 p.m.  
Credit: 3 units  
Instructor: Dr. Bill Hess  
Level: Mastery 1 (M1)

### **CATALOG COURSE 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. (3 units)

### **COURSE OBJECTIVES**

Students will study the fundamentals of marketing – definitions, concepts, and development. The course is intended to enable the student to understand marketing’s decision-making role in a company and the impact of those decisions 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. 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.

## **ARTICLE ASSIGNMENT**

To help students learn about business students will be required to find two business articles related to marketing. This could be from newspapers, trade journals, magazines, white papers. Not news releases. Copy or bring in the article along with a description of what you learned about marketing. Copying excerpts from the article are not acceptable.

## **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
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 and have my approval for the project.

### **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,
- 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. You can use material from internet sources if you provide proper reference/citation

### **CLASSROOM DECORUM**

Ask questions during the if anything is not clear. Come on time. Late arrivals are not tolerated. Attendance will be taken once each class at a time chosen by the instructor. Students are to remain in class during the entire session except for breaks. Students are not allowed to come and go during class session. Cell phones are not to be used in

the classroom during instructional time. People not following these rules will be required to leave the class, and a note will be sent to the Provost. You can use a computer in class only to take notes. All class participants are expected to exhibit respectful behaviors to other students and the instructor. Inappropriate or disruptive behavior will not be tolerated. Students engaging in disruptive behavior in class will be asked to leave and will be reported to the Provost. No eating is permitted during class time.

## **REQUIREMENTS**

Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade "F" (with zero points) and a report to the Provost. Administrative policy on ABSENCES FROM CLASS: A student may be DISMISSED after missing 3 consecutive classes registered in a semester. Student not in class for attendance will be designated absent.

## **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 as well as the description of Lincoln University approach to information literacy 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.

## **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	20 points
Exam	100 points
Classroom participation	80 points
Article Assignment	40 points
Marketing project	<u>100 points</u>
	340 points

326 – 340 – A	306 – 325 – A-	292 – 305 – B+	275 – 291 – B
262 – 274 – B-	246 – 261 – C+	238 – 245 – C	224 – 237 – C-
204 – 223 – D	Below 204 – 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](http://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 41425191 Enrollment Key is BA 304.

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](mailto: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](mailto:whess@lincolnuca.edu). Students need to follow up if they do not receive a reply response.

## COURSE SCHEDULE

- January 24 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.
- 31 Chapter 2 Marketing Strategy Planning  
First half of Chapter 3 Evaluating Opportunities in the Changing Market Environment
- February 7 Second half of Chapter 3
- Chapter 4 Focusing Marketing Strategy With Segmentation and Positioning  
Quiz I
- 14 Chapter 5 Final Consumers and Their Buying Behavior
- 21 Chapter 6 Business and Organizational Customer and their Buying Behavior  
Be prepared to discuss Case 6 Steel Solutions
- 28 Chapter 7 Improving Decisions with Marketing Information.  
In class exercises.
- March 6 Chapter 8 Elements of Product Planning for Goods and Services
- 13 Spring Break. No Class
- 20 Chapter 9 Product Management and New Product Development  
Quiz II
- 27 Chapter 10 Place and Development of Channel Systems  
Chapter 12 Retailers, Wholesalers and Their Strategy Planning
- April 3 Chapter 13 Promotion – Introduction to Integrated Marketing Communications
- 10 Chapter 15 Advertising and Sales Promotion  
Two Ad Assignment – one good/one bad ad.
- 17 Chapter 17 Pricing Objectives and Policies

Chapter 18 Price Setting in the Business World

24 Appendix A

May 1 Marketing in A Consumer Oriented World  
Course Review

8 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

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ID No. \_\_\_\_\_

Lincoln University email address:

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Signature:

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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.