LINCOLN UNIVERSITY

BA 150 Marketing
Fall 2025
Monday 3:30 – 6:15 p.m.
Credit: 3 units – 33 lecture hours
Instructor: Dr. Bill Hess
Level: Developed (D)

CATALOG COURSE DESCRIPTION

A study of marketing functions 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.

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.

COURSE OBJECTIVES

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

OURSE LEARNING OBJECTIVES/OUTCOMES

The goals for the course are to enable the student to develop sufficient knowledge and acumen

- to develop working knowledge of the essentials of a marketing plan that incorporates the major components of marketing
- to analyze a marketing plan that advances the corporation in the attainment of its short term and long term goals based on company strengths/weaknesses and goals.

- to be able to provide adequate details for price, promotion, distribution based on a specific target market.

- to use primary and secondary sources to provide information for a marketing decision

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, a course project, and individual assignments.

COURSE WORK

Course work will include study of the textbook, discussions of current events, assignments. 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 assignments. Ease of reading and conciseness are important elements in such reports. Any work you submit for a grade will have your name as on university roster and your ID number.

ARTICLE ASSIGNMENTS

During the course you are required to find articles related to marketing, Read them, report what you learned. These articles are to be on some aspect of marketing. To be certain a student does not use AI to do his/her work, I will ask students to explain some of what they submitted. If they cannot explain sufficiently, I will assume you are not the author and will receive no points for the assignment.

Turn in a copy of the article and your write up.

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.

Virtual Library (available 24/7)

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

These 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.
The Power of Logos, Haig, John Wiley & Sons; 1997

EXPECTATIONS

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of 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, 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
Articles	100 points
	300 points

280 – 300 – A	259 – 279 – A-	248 – 258 – B+
237 – 247 – B	225 – 236 – B-	215 – 224 – C+
204 – 214 – C	193 – 203 – C-	182 – 192 – D
Below 182 – F		

MAKE-UP WORK

Assignments are to be on time at the start of class. 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.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at E mail address whess@lincolnuca.edu. Students need to follow up if they do not receive a reply response.in 48 hours.

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August	25	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.
September	1	Labor Day. No class. Enjoy.
	8	Chapter 2 Marketing Strategy Planning Chapter 3 Evaluating Opportunities in the Changing Market Environment
	15	Chapter 4 Focusing Marketing Strategy with Segmentation and Positioning First article due
	22	Chapter 5 Final Consumers and Their Buying Behavior Case: Applied Steel Case. Be prepared to discuss in class
	29	Chapter 6 Business and Organizational Customers and Their Buying Behavior
October	6	Chapter 7 Improving Decisions with Marketing Information In class exercises
	13	Chapter 8 Elements of Product Planning for Goods and Services Second article due
	20	Chapter 9 Product Management and New Product Development.
	27	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers, and Their Strategy Planning
November	3	Chapter 13 Promotion – Introduction to Integrated Marketing Communications Chapter 15 Advertising, Publicity, and Sales Promotion

		Third article due.
	10	Finish Chapter 15 Hand in: Two Ad assignment
	17	Chapter 16 Pricing Objectives and Policies Chapter 17 Price Setting in the Business World
	24	Chapter 18 Ethics in Business Fourth article due
December	1	Project due Review Course.
	8	Final Exam Fifth article 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: July 5, 2025