



## LINCOLN UNIVERSITY

BA 304 – Marketing  
Spring 2025  
Wednesday 12:30 p.m. – 3:15 p.m.  
Credit: 3 units - 45 lecture hours  
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 \$191.98 on Amazon. Good edition \$50.98 on Amazon.

## **METHODOLOGY**

Instruction will include lecture, student discussion of assigned material, 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.

Learning a subject is not about memorizing terms, definitions, or material in the textbook. It is to develop an understanding of the concepts, principles, application of course material. Students need to use all resources available to learn – class discussions, what you see/experience in daily life, course assignments, exams, the textbook. If you choose to confine your learning to material in the textbook, you will severely restrict your learning. Memorizing terms/definitions is not sufficient to pass the course. If you choose not to study the textbook in preparation for class, you will severely restrict your learning which could severely restrict your grade. The choice is yours.

One of the requirements to be successful in business is being on time for appointments/meetings/assignments. We are a business school helping prepare you for the business world. This means you are to turn in assignments on time. Assignments are outlined in the syllabus. If you do not understand anything with an assignment, you are to ask for clarification. Saying you did not understand the assignment is unacceptable. Assignments more than one week late will receive no points. Additionally, you are expected to be prepared to learn the material listed for each day. That means you have studied – not just read – the material assigned for each class before coming to class. Graduate students are expected to spend 1 – 3 hours in preparation for each class hour. If you choose not to do so, you will reduce your learning and probably lower your grade. The choice is yours.

## **CLASS ATTENDANCE**

I will take attendance 15 minutes after the starting time listed for the course. I will not keep track of those who come after that. Attendance does not earn grade points. Attendance in class enables you to participate in class discussions, hear other student questions. These will help you better understand course material. If you miss any part of a class session, it is your responsibility to follow-up to learn what you missed. This could mean assignment modifications, group assignments, instructional material.

## **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 written description of what you learned about marketing. Copying excerpts from the article are not acceptable.

## **CLASSROOM DECORUM**

The classroom is for learning and studying. Anything that disrupts learning is unacceptable. Differing opinions or points of view are acceptable as long as they are presented respectfully for the purpose of learning. A student disrupting the learning environment will not be tolerated and will be asked to leave the classroom. Such disruption could be cause for removal from the course.

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.

Students are required to behave in class in accordance with Lincoln University's Student Honor Code and Standards of Conduct. Both of these are found in your student handbook at the following link:

[http://file.lincolnuca.edu/catalog/student%20Handbook/Student%20Handbook%20\(2020 2021\).pdf](http://file.lincolnuca.edu/catalog/student%20Handbook/Student%20Handbook%20(2020%202021).pdf)

## **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.

## **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 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, 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 your ideas for your written report.

## **PROJECT GRADING**

Your project grade will be based on your work. You may have up to 8% similarity from Turnitin on your report. If it is more than 8% you will lose points. For example, assume you receive a grade of 90 points for the 100 point paper. Your similarity report is 16%.  $100 - 16 = 84$ . You will receive 100% - 16% or 84% of the 90 points. That means your paper will receive a grade of 75.6 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

## **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.

## **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 (restricted to the Lincoln University community):

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

Login & Password: same credentials as your school email

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 databases.

## **Plagiarism**

Plagiarism is defined as presenting someone else's work or ideas as your own. Lincoln University subscribes to Turnitin plagiarism prevention service, and you will need to submit written assignments to Turnitin before submitting a final report. Students are

required to submit the Turnitin report along with his/her paper or project. Students in a group project will share any penalties for plagiarism. For Turnitin, similarities up to 8% are acceptable. A paper or report with similarity 9 – 30% will receive the following grading. The paper/report will be graded. Then I will reduce the score by the amount of plagiarism. e.g. Paper/project receives 90%, but Turnitin reports 16% similarity.  $100 - 16 = .84$  The paper/project will receive  $90 \times .84 = 75.6$  points. Turnitin has a system to help students with grammar and spelling. You are encouraged to use it.

## **CHEATING**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) using notes or electronic means to obtain test information. ( e ) allowing others to do an assignment or portion of an assignment; (f) collaborating with other students to complete assignments without the instructor's approval (g) using a commercial term paper service

## **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 Assignments	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. Assignment turned in over 1 week late will receive no points. 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 Class ID is 41425191 Enrollment Key is BA 304.

Fill 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 in your project report and the similarity report together.**

### **Final Notes**

**Exam cannot be made up if missed – unless there is a documented emergency. This requires an original document signed by a licensed medical doctor.**

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 to response in 48 hours.

### **Course Outcomes<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	The development of a marketing plan for a startup business that incorporates the marketing concepts and advance the company's goals/plans	PLO 1 PLO 2 PLO 3 PLO 4 PLO 5	ILO 1b ILO 2b ILO 3b ILO 4b ILO 6b ILO 7b	In class group exercises on the macroenvironment. SWOT presentation/ analysis in marketing plan  In class group exercise to evaluate a Customer Satisfaction Survey  In class group exercise to develop a questionnaire  Group hand in graded assignment – the development of a market research questionnaire.

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



				<p>Individual graded hand in assignment. Find two print ads – one good/one bad. Define the Target Market demographically and psychographically.</p> <p>Explain why – in your opinion – one ad is bad and the other is good.</p> <p>What level of Maslow is each ad appealing to?</p> <p>In class exercise to develop a definition of “Ethics”</p> <p>In class exercise to develop a management solution to an ethical problem.</p>
2	To learn how to obtain information to make business decisions	<p>PLO 1</p> <p>PLO 2</p> <p>PLO 3</p> <p>PLO 5</p> <p>PLO 6</p>	<p>ILO 1b ILO 2b, ILO 3b</p> <p>ILO 4b</p> <p>ILO 6b</p> <p>ILO 7b</p>	<p>In class exercise on evaluating a market research questionnaire.</p> <p>In class exercise on designing a market research questionnaire.</p> <p>Hand in graded assignment on designing a market research questionnaire for the project.</p> <p>Hand in graded assignment. Find an article on marketing. Make a copy of the article. Write what you learned about marketing from the article. Do not summarize the information in the article.</p>
3	Develop business decision making skills specifically for marketing implementation.	<p>PLO 1</p> <p>PLO 2</p> <p>PLO 4</p>	<p>ILO 1b</p> <p>ILO 6b, ILO 7b</p>	<p>In class discussion of observations of marketing practices/concepts since the last class.</p> <p>In class discussions on two cases.</p> <p>Hand in assignment on the</p>

				determination of good and bad ads as part of a promotional program.  In class exercise to develop a management solution to an ethical problem.
4	To understand the difference between legal and ethical and the impact of ethical decisions on a business	PLO 5	ILO 4b, ILO 5b	In class exercise to develop a definition of "Ethics".  In class exercise to develop a management solution to an ethical problem.

**Reference:**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

## **COURSE SCHEDULE**

January	29	Introduction to course. Discuss plans for the course. Discussion of marketing  Chapter 1 Marketing Value to Consumers, Firms, and Society.  Start a cookie co.
February	5	Chapter 2 Marketing Strategy Planning  First half of Chapter 3 Evaluating Opportunities in the Changing Market Environment
February	12	Second half of Chapter 3  Chapter 4 Focusing Marketing Strategy With Segmentation and Positioning  Quiz
	19	Chapter 5 Final Consumers and Their Buying Behavior  Assignment: Names/ID's of Project groups and Project
	26	Chapter 6 Business and Organizational Customer and their Buying Behavior  Be prepared to discuss Case 6 Steel Solutions

March	5	Chapter 7 Improving Decisions with Marketing Information. In class exercises.
	12	Chapter 8 Elements of Product Planning for Goods and Services
	19	Spring Break. No Class
	26	Chapter 9 Product Management and New Product Development Quiz II
April	2	Chapter 10 Place and Development of Channel Systems Chapter 12 Retailers, Wholesalers and Their Strategy Planning
	9	Chapter 13 Promotion – Introduction to Integrated Marketing Communications
	16	Chapter 15 Advertising and Sales Promotion Two Ad Assignment – one good/one bad ad.
	23	Chapter 17 Pricing Objectives and Policies Chapter 18 Price Setting in the Business World
	30	Appendix A
May	7	Marketing in A Consumer Oriented World Course Review Projects due.
	14	Final Exam

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.