



COURSE INFORMATION

BUSINESS STUDIES – BA150, MARKETING SYLLABUS FALL 2026

INSTRUCTOR INFORMATION

- Chiu Chen, Ph. D., Purdue University
- cchen@lincolnuca.edu
- Room 407
- (925) 681-9846
- Office Hours: Monday from 11:45 am to 12:30 pm and by appointment

COURSE CREDITS AND LEVEL

- 3 units/45 lecture hours
- Developed (D)

CLASSROOM LOCATION AND CLASS MEETING TIME

- TBD
- Monday from 12:30 to 3:15 pm from 8/24/2026 to 12/12/2026

COURSE DESCRIPTION

CATALOG DESCRIPTION

A study of marketing function in business and in society, with an analysis of buyer behavior and competitor actions. The crucial facets of product, price, distribution, and promotion form the center around which decision-making is examined, explained, and understood. Cases will be used to provide practical application of the concepts and principles. Prerequisite: BA10 or equivalent.

COURSE OBJECTIVES

- To demonstrate an understanding of the nature and scope of marketing, the dynamics of global markets, and the factors shaping the marketing environment.
- To develop knowledge and skills in identifying and selecting consumer markets, market segmentation, and consumer buying behavior.
- To discuss the process of developing marketing strategies
- To outline the product strategies and branding strategies
- To explain the different types of pricing strategies
- To describe strategic issues in marketing channels, including power and conflict in channel relationship
- To analyze integrated marketing communication strategies
- To 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	ILO 1b	in-class discussions exams chapter assignments project assignments Quizzes
2	Investigate case studies including strategic decisions on products, promotions, distribution, and pricing.	PLO3	ILO 2b ILO 3b	in-class discussions chapter assignments
3	Apply analytical skills to define marketing problems, identify opportunities, and interpret their implications for decision-making.	PLO5	ILO 4b	group project assignments in-class group discussions
4	Develop marketing strategies and plans.	PLO2 PLO6	ILO 6b ILO 7b	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, 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

Regular attendance and active participation are essential to success in this course. Because each lesson builds on the previous one, students are expected to attend all scheduled class sessions, arrive on time, remain for the full session, and actively participate in class activities and discussions.

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 Points:** For purposes of this course, a session is defined as one hour of instruction. Each Monday class period consists of three one-hour sessions. Students begin each class period with 9 participation points. Three points will be deducted for each session missed. For example, if a student misses two of the three sessions during a Monday class period, the student will receive 3 participation points for that class period. Students who arrive more than 30 minutes late or leave more than 30 minutes before the end of a session will receive a 3-point deduction for that session, unless prior arrangements have been made with the instructor. A student who misses more than 13 sessions during the course will not pass the course. Please see the “Method of Evaluation” section for the grading formula and additional information regarding attendance and participation.
- **Absences and Documentation:** Students should make every effort to attend all scheduled class sessions. Students are responsible for communicating with the instructor regarding absences and for obtaining any missed course materials or assignments. An absence does not relieve students of their responsibility to complete course requirements. When an absence is unavoidable, the following guidelines apply:
 - **Exceptional circumstances:** Students experiencing exceptional circumstances that require an extended or unavoidable absence should consult with the Director of Admissions and Records regarding appropriate arrangements for the missed class sessions.
 - **Illness:** Students who miss class due to illness must provide a doctor’s note or other appropriate medical documentation.
 - **Student-athletes:** Student-athletes who must miss class because of an official athletic competition must provide advance documentation from their coach or the Athletic Department verifying the date and reason for the absence.
- **Class Participation:** Students are expected to come to class prepared and contribute actively to class discussions and activities. Meaningful participation includes being prepared, engaging in discussions, responding to questions, completing in-class activities, and contributing respectfully to the learning environment. Participation points are awarded based on students’ engagement and participation in class. Please see the “Method of Evaluation” section for the grading formula and additional information regarding class participation.

ASSIGNMENTS AND GROUP PROJECT

Chapter assignments and a group project paper and presentation will be assigned throughout the course. Students are expected to complete all assignments on time and follow the submission guidelines below.

- **Chapter Assignments:** Chapter assignments will be assigned periodically throughout the course. All assignments must be typed; handwritten assignments will not be accepted.
- **Submission:** Assignments are due by 12:30 p.m. on the specified due date and must be submitted through Canvas. Assignments submitted by email will not be accepted.
- **Late Assignments:** A deduction of 5 points per week will be applied to assignments submitted after the due date.
- **Group Project:** All students will participate in a group project paper. The project requirements and guidelines are provided on pages 10–13 of this syllabus. The project



consists of four sequential assignments designed to guide students through the project development process.

- Project Presentation: Groups may be asked to give a final presentation of their project at the end of the semester, depending on the availability of class time and students' schedules. The instructor will provide additional information regarding the presentation as the semester progresses.
- Instructor Consultation: Groups are encouraged, but not required, to meet with the instructor two to three times during the project process to discuss their progress, ask questions, receive feedback, and ensure that the project is developing satisfactorily.

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).

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	12%
• Chapter assignments	30 each, 180 total	20%
• Project assignments	30 each, 120 total	13%
• Examinations	100 each, 300 total	33%
• Written project	100 total	11%
• Quizzes	100 total	11%
• Total	900 points	100%

GRADING SCALE

• A+: 840 + (93.33%)	A: 810 – 839 (90%)	A-: 780 – 809 (86.67%)
• B+: 750 – 779 (83.33%)	B: 720 – 749 (80%)	B-: 690 – 719 (76.67%)
• C+: 660 – 689 (73.33%)	C: 630 – 659 (70%)	C-: 600 – 629 (66.67%)
• D+: 570 – 599 (63.33%)	D: 540 – 569 (60%)	D-: 510 – 539 (56.67%)

CLASS ATTENDANCE AND PARTICIPATION

Grading formula for class participation is listed below:

- $100 - (3/\text{session} \times \text{Absence}) + (0.1 \times \text{Discussion})$



CLASSROOM ETIQUETTE

Students are expected to contribute to a respectful, professional, and productive learning environment. Please be courteous to your classmates and instructor by minimizing behaviors that may disrupt class activities.

To help maintain an environment conducive to learning, students are encouraged to avoid bringing unnecessary electronic devices to class. If a cell phone, laptop, or other electronic device is needed, it must be silenced and used only for course-related purposes. Laptops, tablets, and smartphones are permitted solely for note-taking or other instructor-approved academic activities. The use of electronic devices for non-course-related purposes is prohibited during class. Disruptive or distracting behavior, including the inappropriate use of electronic devices, may negatively affect the classroom environment and will be reflected in the student's class participation grade. If a student engages in disruptive behavior, the instructor will issue a warning. Continued disruptions after a warning will result in a deduction of three participation points for that class session.

Attendance and punctuality are also important components of class participation. Students who arrive more than 30 minutes late or leave more than 30 minutes before the end of class will receive a deduction of three participation points for that class session unless prior arrangements have been made with the instructor.

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.

- During examinations, you are not allowed to walk in and out of the classroom until completion of the examination.
- 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 10/5 at 3:15 pm and you take a make-up exam within one week (10/12, before 12:30 pm), 15 points will be deducted. If you take it past 3:15 pm on 10/12 and within two weeks (10/19, before 12:30 pm) 30 points will be taken off.
- All three examinations will be administered in person in the classroom. Students must bring a mobile device to access the Canvas course shell and complete the exams. It is the student's responsibility to ensure reliable access to the Canvas course shell. Remote examinations are not permitted. Any exam taken remotely without instructor proctoring will receive a score of zero.
- 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 BA150 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, BA150_ChieuChen_Chapter Assignment.
- Send emails to my LU email account.



ACADEMIC HONESTY

Lincoln University is committed to maintaining the highest standards of academic integrity. Students are expected to complete all coursework honestly and to submit work that represents their own knowledge, understanding, and effort, except where collaboration has been explicitly authorized by the instructor.

Academic dishonesty includes, but is not limited to, cheating on examinations or quizzes; plagiarism; fabrication or falsification of information, data, or citations; unauthorized collaboration or assistance on assignments or examinations; unauthorized possession, use, or distribution of examination materials; submitting the same or substantially similar work for more than one course without prior instructor approval; and any attempt to gain an unfair academic advantage.

Students are responsible for properly acknowledging the ideas, words, data, and creative work of others by using appropriate citation practices. If you are uncertain whether a particular form of collaboration or use of sources is permitted, consult the instructor before submitting your work. The use of artificial intelligence (AI) tools (e.g., ChatGPT, Microsoft Copilot, Gemini, or similar applications) is permitted only when expressly authorized by the instructor for a specific assignment. When AI use is permitted, students must follow the instructor's guidelines, acknowledge the use of AI as required, and remain fully responsible for the accuracy, originality, and integrity of all submitted work.

Violations of academic honesty will be addressed in accordance with Lincoln University's Academic Integrity Policy and may result in academic penalties for the assignment or course, as well as additional disciplinary action under University policies.

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

GENERAL SAFETY ON CAMPUS

The capacity of the elevator is four people, please practice common sense and do not take it if you are the fifth person.



COURSE OUTLINE FOR MARKETING MANAGEMENT

Module 1: Fundamentals of Marketing Management

- 8/24 Course introduction
Group project description
Defining marketing for the new realities
Syllabus
Project group forming
Chapter 1
- 8/31 Marketing planning and management
Chapter assignment #1 due and discussion
Chapter 2
- 9/01 Labor Day

Module 2: Understanding the Market

- 9/14 Analyzing consumer markets
Project assignment #1 due
Chapter 3
Introduction of the product/service

Module 3: Developing a Viable Market Strategy

- 9/21 Identifying market segments and target customers
Chapter assignment #2 due and discussion
Chapter 6
- 9/28 Crafting a customer value proposition and positioning
Project assignment #2 due
Chapter 7
Situation analysis and SWOT analysis

Module 4: Designing Value

- 10/05 Exam #1
Designing and managing products
Chapter 1, 2, 3, 6, 7
Chapter 8
- 10/12 Designing and managing services
Project assignment #3 due
Group member evaluation #1
Chapter 9
Marketing goals and objectives
- 10/19 Building strong brand
Chapter assignment #3 due and discussion
Chapter 10
- 10/26 Managing pricing and sales promotions
Chapter assignment #4 due and discussion
Chapter 11

Module 5: Communicating Value

- 11/02 Exam #2
Designing an integrated marketing campaign in the digital age
Chapter 8, 9, 10, 11
Chapter 13



- 11/09 Designing an integrated marketing campaign in the digital age Chapter 13

Module 6: Delivering Value

- 11/16 Personal selling and direct marketing Chapter 14
 Project assignment #4 due Product strategy and pricing strategy
- 11/23 Designing and managing distribution channels Chapter 15
 Chapter assignment #5 due and discussion
- 11/30 Managing retailing Chapter 16
 Chapter assignment #6 due and discussion
- 12/07 Exam #3 Chapter 13, 14, 15, 16
 Final project due
 Group member evaluation #2



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 you 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



GROUP MEMBER EVALUATION FORM

Evaluate each member of your group (including yourself) in each of the areas listed below using a rating scale of 1 to 10. Higher number represents greater contribution to the project. The total score is 100.

Project Title _____

Group Member Evaluation Form	Your Name:	Group Member's Name:	Group Member's Name:	Group Member's Name:
Evaluation Items (1 to 10 Rating Scale):				
Co-Manager Meetings				
1) Attendance at Meetings				
2) Willingness to Meet				
3) Preparation for Meetings				
Effectiveness in Helping Complete the Project:				
4) Understanding of Project				
5) Skills in Diagnosing Problems and Suggesting Strategic Improvements				
6) Caliber of Contribution to Project				
7) Willingness to Contribute				
Effectiveness as Member of Group:				
8) Enthusiasm and Commitment				
9) Teamwork and Cooperativeness				
10) Carried Fair Share of Workload				
Total Evaluation:				

Additional Comments (use back if necessary):



GROUP PRESENTATION GRADING FORM

Date/Time:

Presentation Title:

Presenters:

The Opening

- | | |
|---|--|
| Made the necessary introductions of self and others. | |
| Immediately captured my interest and convinced me to pay attention. | |
| Indicated what would be covered and how it would be covered. Clearly stated what the presentation is about. | |
| Clarified my role (what is expected from me, when questions should be asked). | |

Organization

- | | |
|--|--|
| Communicated an organizing scheme making comprehension and retention easy. | |
| Is clearly organized and the progression of ideas is easy to follow. Ideas presented in a logical order. | |
| Main ideas clearly distinguished (organized into comprehensible parts or sections). | |
| Each section was introduced and concluded well. | |

Content

- | | |
|---|--|
| Appropriate amount of content (not too much or too little covered). | |
| Supporting facts and data were accurate. | |
| Facts and evidence were clearly referenced. | |
| Research was current and based on the literature. | |
| Information was geared toward the needs and concerns of the audience. | |

Delivery Style

- | | |
|--|--|
| Presenter(s) were well prepared. | |
| Used a variety of styles: logical (arguments, intellectual (facts), emotional (stories), humor, etc. | |
| Did NOT read material from a script. | |

Audiovisuals

- | | |
|--|--|
| Audiovisuals were titled, clear, easy to understand and not overly simple or overly complex. | |
| Audiovisuals were used appropriately (presenters referred to PowerPoint slides, slides were related to information discussed, synchronized appropriately, etc.; film clips, speakers were relevant and added to the information being presented. | |
| Presenters were comfortable and familiar with the audiovisuals used. | |

The Closing

- | | |
|--|--|
| The conclusion summarized the presentation. | |
| Major points/results and their importance were emphasized. | |