



COURSE INFORMATION

MASTER OF BUSINESS ADMINISTRATION – BA304, MARKETING MANAGEMENT SYLLABUS SUMMER 2026

INSTRUCTOR INFORMATION

- Chiu Chen, Ph. D., Purdue University
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- Room 407
- (925) 681-9846
- Office Hours: By appointment

COURSE CREDITS AND LEVEL

- 3 units/45 lecture hours
- Mastery 1 (M1)

CLASSROOM LOCATION AND CLASS MEETING TIME

- Online
- Monday and Wednesday from 6:30 pm to 9:15 pm Pacific Time

COURSE DESCRIPTION

CATALOG 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.

COURSE OBJECTIVES

- Provide the student with a knowledge of the basic concepts and practices of marketing
- Introduce consumer buying processes
- Discuss the process of developing marketing strategies
- Outline the product strategies and branding strategies
- Explain the different types of pricing strategies
- Describe strategic issues in marketing channels, including power and conflict in channel relationship
- Analyze integrated marketing communication strategies
- 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
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	project assignments in-class discussions
4	Develop marketing strategies and plans.	PLO2 PLO6	ILO 6b ILO 7b	individual project project presentation

To achieve these learning outcomes, the course will incorporate discussion forums, case analyses, online quizzes, online examinations, and both written and oral presentations. Classroom activities will be supported by lectures covering key concepts and analytical methods. Student performance will be assessed through class participation, individual assignments, a marketing project, quizzes and examinations. Active engagement in class activities is essential and will form part of the overall grade. Students are expected to attend all scheduled class sessions.

COURSE REQUIREMENTS

REQUIRED COURSE MATERIALS

- Textbook: William Pride, and O. C. Ferrell (2026), Foundations of Marketing (10th Edition), Cengage Learning Company. Print textbook ISBN-13: 9798214040950; eTextbook ISBN-13: 9798214041070
- Other relevant information pertaining to the assignments.

CLASS ATTENDANCE AND PARTICIPATION

Student attendance for this course is essential. A student missing more than 13 sessions will not pass the course. A session is defined as a one-hour lesson; every Monday and Wednesday class period consists of three lessons/sessions. Three points will be deducted for each missed session.

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



Students start with 9 points of participation in total for each class (ex. If a student misses the first two sessions of a class, they will only receive 3 participation points.) (Please see the grading formula for class attendance and participation under the “Method of Evaluation” section for more information). If an absence is necessary, the following guidelines regarding absences should be followed.

- For any student who has an exceptional circumstance, they must consult with the Director of Admissions and Records for an alternative to making up the class sessions missed.
- A doctor’s note is required if you miss the class due to illness.

Students are encouraged to be prepared for the class and contribute to class discussions. Points will be granted to students who participate in the class discussions (see the grading formula for class participation under the “Method of Evaluation” section).

CHAPTER AND PROJECT ASSIGNMENTS

Chapter and project assignments will be assigned periodically.

- Assignments must be typed. Hand-written assignments will not be accepted.
- Assignments are due by 11:59 pm of the due date. You are asked to submit your assignments via the Canvas. Assignments submitted via email are not accepted.
- Chapter assignments and project assignments submitted after the deadline will receive a maximum of 50% credit.

INDIVIDUAL PROJECT AND PRESENTATION

For this project, you will pick a product item or a service and analyze its target market and marketing strategies. You will produce a final written report for this project. The guideline for this project is listed on page 9 and 10 of the syllabus.

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

Two examinations are scheduled throughout this 7-week semester. The following lists the material covered in each exam:

- Exam 1 - Chapters 1, 2, 3, 5, 6, and 9
- Exam 2 - Chapters 10, 11, 12, 13, 14, and 15

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 | 140 total | 17% |
| • Chapter assignments | 50 each, 200 total | 24% |



● Project assignments	30 each, 60 total	7%
● Final group project	100 total	12%
● Examinations	100 each, 200 total	22%
● Quizzes	10 - 30 each, 160 total	18%
● Total	860 points	100%

GRADING SCALE

● A+: 803 + (93.33%)	A: 774 – 802 (90%)	A-: 745 – 773 (86.67%)
● B+: 717 – 744 (83.33%)	B: 688 – 716 (80%)	B-: 659 – 687 (76.67%)
● C+: 631 – 658 (73.33%)	C: 602 – 630 (70%)	C-: 573 – 601 (66.67%)
● D+: 545 – 572 (63.33%)	D: 516 – 544 (60%)	D-: 487 – 515 (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 CONDUCT

To maintain a productive, respectful, and engaging online learning environment, all students are expected to observe the following classroom conduct policies throughout the 14 online class meetings.

- Attendance and Participation
 Students are expected to attend all scheduled online class sessions and participate actively in discussions and course activities. Regular attendance and meaningful participation are essential components of the learning experience and may contribute to the final course grade.
- Punctuality
 Students should log in on time and remain present for the duration of each class session. Repeated late arrivals or early departures may affect participation grades.
- Professional and Respectful Behavior
 All students are expected to communicate respectfully with classmates and the instructor. Disruptive, inappropriate, or disrespectful behavior during online sessions, chats, discussion boards, or group activities will not be tolerated.
- Camera and Microphone Etiquette
 Students are encouraged to keep their cameras on whenever possible to promote engagement and interaction. Microphones should remain muted when not speaking to minimize background noise and disruptions.
- Appropriate Learning Environment
 Students should attend class from a quiet, distraction-free environment whenever possible. Multitasking, unrelated internet browsing, or participation in non-course activities during class should be avoided.
- Technology Preparedness
 Students are responsible for ensuring they have reliable internet access and the necessary technology to participate fully in the course. Any technical difficulties should be communicated to the instructor as soon as possible.
- Recording and Privacy
 Course sessions, materials, and discussions are intended solely for enrolled students.



Recording, distributing, or sharing course content without the instructor's permission is prohibited.

- Respectful Online Engagement
Constructive dialogue and diverse viewpoints are encouraged. Students should contribute thoughtfully and respectfully to online discussions and collaborative activities.

Failure to adhere to these classroom conduct expectations may affect participation grades and may result in further action consistent with university policies.

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.

MAKE-UP EXAMINATIONS

Do not miss the regularly scheduled quizzes and exams. Note the following points.

- 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 6/28 at 11:59 pm and you take a make-up exam within one week (7/5, before 11:59 pm), 15 points will be deducted. If you take it past 11:59 pm on 7/5 and within two weeks (7/12, before 11:59 pm) 30 points will be taken off.

COURSE COMMUNICATION

For personal concerns or questions, please email me to schedule an appointment. Meeting via Google Meet can be arranged at a mutually convenient time.

ANNOUNCEMENTS IN CANVAS

Announcements will be posted on Canvas on a regular basis. The announcements in Canvas will appear on your BA304 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, BA304_ChuiChen_Chapter Assignment.
- Send emails to my LU email account.

ACADEMIC HONESTY

You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not let another student login to your Blackboard account. Contribute fairly to group work. Always cite *all* reference materials that you use (including materials from the web).

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

The instructor reserves the right to alter the contents of this syllabus/schedule at anytime during the semester.



COURSE OUTLINE FOR MARKETING MANAGEMENT

Module 1: Strategic Marketing and Its Environment

- 06/08 Course introduction Syllabus
 Project description Syllabus
 Customer-Driven Strategic Marketing Chapter 1
- 06/10 Planning, Implementing, and Evaluating Marketing Strategies Chapter 2
- 06/14 Week 1 Discussion Questions due Chapter 1 and 2
 Week 1 Chapter Assignment due Glossier Case
 Week 1 Quiz due Chapter 1 and 2
- 06/15 The Marketing Environment, Social Responsibility, and Chapter 3
 Marketing Ethics
- 06/17 Target Markets: Segmentation and Evaluation Chapter 5
- 06/21 Week 2 Discussion Questions due Chapter 3 and 5
 Week 2 Chapter Assignment due Spruce Haven
 Week 2 Quiz due Chapter 3 and 5

Module 2: Consumer Behavior and Digital Marketing

- 06/22 Consumer Buying Behavior Chapter 6
- 06/24 Digital Marketing and Social Networking Chapter 9
- 06//28 Examination #1 Chapter 1, 2, 3, 5,
 Week 3 Project Assignment: Product Description and Target 6, and 9
 Market

Module 3: Product Decision

- 06/29 Product, Branding, and Packaging Concepts Chapter 10
- 07/01 Developing and Managing Goods and Services Chapter 11
- 07/05 Week 4 Discussion Questions due Chapter 10 & 11
 Week 4 Chapter Assignment due 7-Eleven & Tetris
 Week 4 Quiz due Chapter 10 & 11

Module 4: Price Decision

- 07/06 Pricing Concepts and Management Chapter 12



- 07/08 Pricing Concepts and Management Chapter 12
- 07/12 Week 5 Discussion Questions due Chapter 12
Week 5 Quiz due Chapter 12
Week 5 Project Assignment due Product and Pricing Strategies

Module 5: Communicating Value

- 07/13 Marketing Channels and Supply-Chain Management Chapter 13
- 07/15 Retailing, Direct-to-Consumer Marketing, and Wholesaling Chapter 14
- 07/19 Week 6 Discussion Questions due Chapter 13 & 14
Week 6 Quiz due Chapter 13 & 14
Week 6 Chapter Assignment due Sriracha and Tabasco Battle

Module 6: Delivering Value

- 07/20 Integrated Marketing Communications Chapter 15
- 07/22 Examination #2 Chapter 10, 11,
Marketing Project due 12, 13, 14, & 15



INDIVIDUAL PROJECT GUIDELINES

Please pick up a product item, for example Prada Aviator Sunglasses, or a service, for example, Super Cut, and analyze its target market and 4Ps strategies.

You will produce a final written report for the project. This report should be approximately 15 pages, double-spaced, with 12 point font and one inch margins. You should follow the format outlined below. The report will be marked based on both content and form. High quality writing is expected. The followings are the suggestions you can write on your analysis.

Target market

1. Who is/are the target market/target markets?
2. What types of targeting strategy is being used for this product?
3. Select and justify the segmentation variables that are most appropriate for segmenting the market for this product.

Product strategies

1. Describe the product.
2. What are its branding and packaging strategies?
3. Identify whether this product is the modification of an existing one in the product mix or the development of a new product.
4. If the product is an extension of one in the current product mix, determine the type(s) of modifications that was performed.
5. How this product is positioned in the minds of customers/target market?

Pricing strategies

1. Does this product currently compete based on price or nonprice factors?
2. What is the basis for pricing this product?
3. Review the various types of pricing strategies in the notes. Which of these is the most appropriate for this product?

Place strategies

1. Discuss which of the channel distribution paths is most appropriate for this product. Given the nature of the product, could it be distributed through more than one of these paths?
2. Determine the level of distribution intensity that is appropriate for this product.
3. What type of retailing establishment is most suitable to this product? Consider the product's characteristics and the target market's buying behavior.
4. Do the characteristics of the retail establishment, such as location and store image, have an impact on the consumer's perception of the product?

Promotion strategies

1. Analyze the advertising strategy, including social media strategy.
2. Evaluate its public relation strategy.
3. Identify the personal selling and different types of consumer sales promotion of this product.



In addition to the five topic areas listed above, social consciousness in branding and marketing is highly encouraged to be included in any section of this project. Social consciousness is consciousness shared within a society. It can also be defined as social awareness, including (1) awareness of the environment and the impact caused by businesses and society, (2) awareness of racism and intolerance in all of our interactions, (3) awareness of gender bias and discrimination in all elements of society, and (4) awareness of pernicious effects from the products or business practices.

Project Section	Approx. Length
Report Cover	1 p
Table of Contents	1 p
Summary	1 p
Product Introduction	1 - 2 p
Target Market	1 - 2 p
Product Strategy	2 p
Price Strategy	2 p
Place Strategy	2 p
Promotion Strategy	2 p
Conclusion	1 p
References (use APA citation style)	1 - 2 p
Appendices (evidence of data collection is required)	As needed