

Spring, 2010
Lincoln University
Course Syllabus

(Revised, January, 2010)

COURSE: BA 304 MARKETING MANAGEMENT 3 Units
INSTRUCTOR: Prof. Eugene Robillard
OFFICE HOURS: Monday, 2:30PM And 6:30PM, Room 301, or by
Appointment (Ph.: 510-628-8031) or Home (415-255-4500)
E-Mail: bcgene56@lincolnuca.edu

TEXTBOOK: MARKETING, 10th Edition, Charles W. Lamb, Joseph F. Hair, Jr.,
Carl McDaniel, Southwestern Publishing Co., (Mason, Ohio,
2007) ISBN-13: 978-0-324-59109-5

COURSE DESCRIPTION:

A managerial approach is used to solve Marketing problems in the areas of product development, consumer analysis, channels of distribution and logistics, promotional strategy, and price determination. Newly emerging problems, including competitor behavior, are examined, along with influential trends and innovative concepts.

LEARNING OBJECTIVES:

The student will learn to appraise the shifting forces that impinge on the firm's efforts in the marketplace, including consumers' changing preferences and competitors' opportunism. The student will become familiar with those relevant aspects of product, price, promotion, and distribution that can be brought to bear vis-à-vis a given competitive development in its markets, and to formulate and articulate cogent solutions.

INSTRUCTIONAL METHODS:

The lecture method is employed regularly and the instructor-student dialogue is a necessary aspect of the course and forms part of the final evaluation of each student. All class members are expected to be acquainted with study materials as they are assigned. The short-case approach is accompanied by informal group discussions of case solutions to previously assigned cases. Case-analysis frameworks and market-related diagrams as handouts provide assistance.

The textbook carries the main burden of the presentation of relevant Marketing concepts. Students are expected to read the textbook at a pace consistent with the schedule set forth on the last page of this syllabus.

Classroom discussions essentially supplement or complement the textbook's subjects, and there is only a general connection maintained between topics covered in class and Topics detailed in the textbook.

Each chapter's end provides terms, topics, and vocabulary, plus questions and cases. Some of these will be assigned as homework as preparation for immediately succeeding classes. Each student is expected to have these prepared as writings in notes, to aid in class discussions. Definitions should include examples.

Supplementary to the information in the textbook and the lectures-and-dialogue of the classroom, the literature relative to marketing operations is to be researched by the student. Supplementary instructions, covering selected sources or readings, will be provided, to guide the student's efforts in preparing required reports.

TOPICAL OUTLINE OF THE COURSE: A weekly schedule of topics is attached.

TESTING:

Two multiple-choice examinations are planned for this course, corresponding roughly to the idea of a mid-term examination and a "final." Such examinations will have reference to textbook materials, outside readings and research, and all matters covered in classroom lectures and discussion.

Multiple-Choice questions will characterize the form of the written examinations for this course. Please note that if it becomes necessary, whatever the reason, to have to take a "make-up" examination, that examination will have to be taken at the appropriate time during the week of final examinations — unless other arrangements are made with your instructor.

GRADING:

Proportions – The quality of a student's preparedness for class and the readiness to participate in and contribute toward such group experiences will form part of the student's final grade. Excessive absences, therefore, can only result in grade-diminution.

The rule of thumb on absences is that the maximum of allowable absences for this course shall not exceed two. These should be used prudently, given the level of participation expected in this course. Hence, they should cover the unexpected, such as: accidents, traffic jams, runny noses, dead grandmothers, promising encounters in the library, etc., etc.

Students are firmly advised that if one is registering late for the course and joins the class late, he or she is still responsible for the missed materials and their assignments, and the missed class meetings will be counted as absences.

The student's final course grade will be determined as follows:

Class readiness and participation.....	20%
Outside assignments.....	30%
Examinations.....	50%

GRADING: (Continued)

Scoring – All results of tests will employ a numerical scoring system which is convertible as indicated below. Grades on cases and library research will be given letter grades within the same ranges, as below:

97-100	A+	77-79	C+
93-96	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
		0-59	F

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General Schedule of Topics

<u>Date</u>	<u>Chapter</u>	<u>Topics</u>	<u>Assignments</u>
January 25		Historical and Cultural Antecedents of Marketing	
February 1		Contexts and Basic Marketing Concepts	Diagrammatic Checklist
February 8	1 2 3	An Overview of Marketing Strategic Planning for Competitive Advantage The Marketing Environment	Article Assignment
February 15	U. S. National Holiday: Presidents Day		
February 22	5 6	Developing a Global Vision Consumer Decision-Making	BPI Report
March 1	7 8	Decision Business Marketing Segmenting and Targeting Markets	
March 8	9 10	Decision Support Systems and Marketing Research Product Concepts	Article Test
March 15	11	Developing and Managing Products	
March 16-20	Spring Break		
March 22	MID-TERM EXAMINATION		
March 29	13 14	Marketing Channels Supply Chain Management	
April 5	15 16	Retailing Promotional Planning For Competitive Advantage	
April 12	17	Advertising and Public Relations	
April 19	18	Sales Promotion and Personal Selling	
April 26	19	Pricing Concepts	Wholesalers/ Retailers Report
May 3	20	Setting the Right Price	
May 10	21	On-line Marketing	
May 17	FINAL EXAMINATION		