

**Course:** BA 304 – Marketing Management

3 units = 45 lecture hours

Day/Time: Tuesday (T) 12:30 – 15:15

Instructor: Aharon Hibshoosh

Office Hours: T: 18:15 and on.

Phone: (510) 843-6584

Email: [ahibshoosh@lincolnuca.edu](mailto:ahibshoosh@lincolnuca.edu)

**Textbook:** Philip Kotler and Kevin Lane Keller, *Marketing Management*, 13th edition, Pearson, Prentice Hall. (ISBN 978 0136009986)

## **BA 304 Marketing Management**

### **Course Description:**

**Course Catalog Description:** The course is analyzing the fundamentals of marketing management – definitions, concepts and development. It is intended to enable the student to understand marketing 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 will be used to provide practical applications of the concepts and principles. (3 units)

We will study advanced topics, theories and findings in various areas of Marketing as applied in marketing management. The focus of the course is thus on exposure and discovery of advanced marketing findings, concepts, theories and applications at the level of intermediate courses in marketing. This would be done based on both the textbook and the lecture wherein I will introduce additional material. On occasion, this additional material supersedes the material covered in the textbook. We will integrate the learned marketing elements in the conduct of Marketing Management using case study analysis.

### **Learning Objectives:**

1. Learning the unique perspective of Marketing as a managerial discipline with particular perspective which is based on interdisciplinary foundations.
2. Gain perspective on Marketing Management evolution in light of past, current and future changes in technologies and in social institutions.
3. Gain familiarity in Market Research, its methodology, information and data sources.
4. Become familiar with the thought and structure of intermediate areas in Marketing, each with its own perspective, theories, processes and findings.
5. Understand customer behavior in Consumer Markets and Industrial (Business) Markets and the associated marketing options.

6. Gain familiarity with models of Brand and customer Equities
7. Learn to strategically identify key issues in marketing contexts. Learn to characterize markets, target marketing prospects, position brand mix and support it by proper implementation of the marketing mix.
8. Gain exposure to Analytical Marketing Tools.
9. Gain exposure to Global Marketing and New Product Development.
10. Gain perspective on the integration of Marketing with other disciplines.

### **Methodology:**

The course is based on lecture and homework, with case analysis that supports, integrates and extends the lecture as a major component. Case analysis is critically the most challenging component of the course. Both individual and group homework would be assigned. The assigned cases would come in different formats of print and video. The analysis of these cases would be reiterated by the students after class discussion. No late homework is accepted and all homework must be typed, unless otherwise specified.

### **Student Conduct:**

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class period. Attendance may be taken at least one time in of each class. In the case where more than one attendance is taken, only students attending all attendances would be considered as present.
- Students may not read other materials (newspapers, magazines) during class and no multitasking is allowed.
- Students are not allowed to come and go during class sessions.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate in your group.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- During the exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

### **Examination Policy:**

I will use objective exams consisting of TF and MC questions. The final would be comprehensive and consists of two parts. The midterm would include only chapters covered in the lecture prior to the midterm and associated extra lecture information. The final is

comprehensive. The exams are closed book exams, without a restroom break (or any other break) during the midterm or each of the parts of the final. (I will make alternative examination opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor). No electronic instrument capable of copying material in any form (in particular, in print or visual image) is allowed in the exam. In particular, cell phones, organizers, calculators, tape recorders cameras, computers, etc. must be closed and stored inside a closed bag. A student violating these requirements should expect an F grade, in addition to other disciplinary consequences.

### **Grading Guidelines:**

Class attendance 10 pts

Homework and assignments 30 pts\*

Midterms 30 pts

Final 50 pts

Total course points: 120 pts \*

\* Additional points may be assigned for extraordinary project performance, or due to extra credit.

The grade will be based on a curve, reflecting the standards of Lincoln University. Extra credit may be available through contribution to research. The number of extra credits is very limited. Students interested in extra credit must approach the professor very early in the semester. A student not performing at relatively high level in class, at any time, would not be allowed to begin or continue with the extra study.

### **Course Schedule:**

#### **Topics^ and Tentative Schedule^^**

We will focus on elements in the following chapters^, in Kotler and Keller:

| <u>Topics</u>  | <u>Chapters</u> |
|--|-----------------|
| <b>I. Perspective and Information</b>                    |                 |
| 8/25 – 8/30 Introduction and Overview                    | 1, 2            |
| 8/30 – 9/6 Marketing Intelligence and Marketing Research | 3, 4            |

## **II. Markets**

|             |  |   |
|-------------|--|---|
| 9/6         | Customer Value, Satisfaction and Loyalty | 5 |
| 9/13 – 9/20 | Consumer Markets                         | 6 |
| 9/20 – 9/27 | Business Markets                         | 7 |

## **III. Segmentation, Targeting and Positioning\***

|              |   |      |
|--------------|---|------|
| 10/4 – 10/25 | Market Segmentation*, Targeting* and Brand Equity | 8-11 |
|--------------|---|------|

## **IV. Elements of the Marketing Mix:**

|               |   |               |
|---------------|---|---------------|
| 10/25 – 11/8  | Product Strategy*, New Product Development*,<br>Global Marketing* and Pricing | 12, 14, 20-22 |
| 11/8-11/15    | Marketing Distribution: Channels and Logistics                                | 15, 16        |
| 11/15 – 11/29 | Marketing Promotion   | 17-19         |

Fall Recess: November 22-26

Midterm: October 11, Final: December 6.

^ The numerical reference to a chapter in the textbook.

\* This topic would be studied throughout the course.

^^ The time table is tentative. This is not an exclusive list of topics to be covered in this course. If time permits, I will accelerate the presentation. Alternatively, if necessary, pace and intensity of coverage may be traded off to assure greater comprehension.

The syllabus may be updated in the future as necessary.

**Updated:** August 19, 2011