

LINCOLN UNIVERSITY
BA 304 – Marketing Management
Summer 2014 Course Syllabus

Lecture Schedule: Monday and Wednesday, 9:00 – 11:45 AM
Credit: 3 units (45 lecture hours)
Instructor: Dr. Ken Germann
Office Hour: Monday and Wednesday, 8:00 – 9:00 AM
Home Phone: 510-531-3082
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Textbook: Kotler & Keller, **Marketing Management**, 14th edition (2011), Prentice Hall, ISBN-13: **978-0132102926**

Course Description

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

Course Objectives

- Understand the role of marketing in firms that function in an increasingly global and competitive market.
- Understand marketing terms and concepts.
- Develop knowledge and tools to design and implement marketing programs.
- Understand implications of marketing strategies.
- Appreciate consequences of ethical decisions.
- Develop the abilities to create and implement effective marketing programs.

Instructional Methodology

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

Lectures and Homework

I will lecture on both assigned readings and supplemental lectures. You will be responsible for both reading the assigned chapters in advance and word processing the questions at the end each of the chapter's case studies.

Group Assignment

You will form teams of four students, for the purpose of developing a marketing campaign for a non-profit of your choice.

The written group plan is due the next last class, and the oral presentation will be made in the last class.

Midterm and Final Projects

For your midterm project, you will develop and implement a job campaign for your dream job. You will need to develop a cover letter, resume and journal, which records and analyzes your actions.

The final project will be identifying one or more marketing problems with a social media company and developing strategies to correct the problems.

Grading Criteria

Total: 600 Points

Case Studies:	200 points
Group Marketing Plan:	
Written and Oral Presentations	200 points
Midterm Project:	100 points
Final Project:	100 points

564-600	A	444-461	C
540-563	A-	420-443	C-
522-539	B+	390-419	D+
504-521	B	360-389	D
480-503	B-	359 or below	F
462-479	C+		

Course Outline

Week 1: Chapters 1-4, No Case Studies

Week 2: Chapters 5-8, Case Studies

Week 3: Chapters 9-12, Case Studies

Week 4: Chapters 13-16, Case Studies

Week 5: Chapters 17-19, Case Studies

Week 6: Chapters 20-22, Case Studies

Week 7: Group Project: Oral Presentations

Instructor Biography

Instructor has the greatest job in the world: teaching for the past 40 years. During that time, he has also worked in operations; been an attorney; an actor; a senior manager; and a consultant. He has been lucky enough to travel to 183 countries.

Revised: June 5, 2014