



Lincoln University

BA 304 – Marketing Management

COURSE SYLLABUS

Summer, 2025

Instructor: Dr. Uday Kumar Ghosh
Lecture Schedule: Mon & Wed, 12:30 PM – 03:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Thursday, 11:45 AM – 12:30 PM by appointment
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Phone: (650) 921-9455
Textbooks: Marketing, An Introduction, 2020 14th Edition; Gary Armstrong, Philip Kotler; Pearson; ISBN 10: 0-13- 519212-9; ISBN 13: 978-0-13-519212-2
Last Revision: 05/27/25

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'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.

EDUCATIONAL OBJECTIVES

1. To understand the concept of the nature and scope of marketing, global markets and marketing Environment.
2. To gain knowledge of identifying and selecting consumer markets. Market segmentation, buying behavior and marketing research aspects.
3. To understand product planning and development process, product mix strategies and price determination approaches.
4. To discuss the channels of distribution, retailing and wholesaling. Case studies of fundamentals of advertising, sales promotion and public relations. Managing the marketing efforts.

COURSE LEARNING OUTCOMES¹

| | Course LO | Program LO | Institutional LO | Assessment Activities |
|---|---|-------------------|-------------------------|--|
| 1 | Demonstrate an ability to understand and apply the concepts and applications of Marketing Management. | PLO 1 | ILO 1b, ILO 2b | Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 2 | Demonstrate essential skills of managing and improving marketing decisions in business | PLO 2 | ILO 1b, ILO 2b, ILO 4b | Participation in the in-class discussions; case studies; quizzes. |
| 3 | At the end of the course students will be able to demonstrate working knowledge of a variety of methods and tools used in managing and improving marketing decisions. | PLO 4 | ILO 4b, ILO 5b, ILO 6b | Course project presentation, course project report; case studies; quizzes. |

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

The course will be conducted in the form of online lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.

Assignments and projects require 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).

ATTENDANCE

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

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

GRADING POLICY

Grades will be earned as follows:

| Grade Structure | Points |
|-------------------------------------|---------|
| Team Presentation + Team Evaluation | 70 + 30 |
| Attendance | 30 |
| Canvas Online Assignments | 70 |
| Midterm Exam | 100 |
| Final Exam | 100 |
| Total Points | 400 |

Your grade will be determined as follows:

| Points Earned | Letter Grade |
|---------------------------|--------------|
| 360- 400; 340-359 | A; A- |
| 320-339; 300-319; 280-299 | B+; B; B- |
| 260-279; 240-259; 220-239 | C+; C; C- |
| 180-219 | D |
| <180 | F |

EXAMS

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” and “open notes”.

Students may use a dictionary during exams.

Students need to complete missing assignments and tests or retake the course. No tuition is required for completing the course.

Absolutely no makeup tests and projects are allowed.

OTHER COMMENTS

- ▶ 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. Attendance will be taken in **15 minutes** after the beginning of each class.
- ▶ Students may not read other materials (newspapers, magazines) during class.
- ▶ Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- ▶ If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- ▶ To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- ▶ 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.

CLASS SCHEDULE

| Date | Focus of Discussion | Homework Assignment |
|-------------|---|---|
| M: 06/09 | Orientation via Syllabus. Introduction to Marketing Management. Defining Marketing and the Marketing Process. Team Project Assignment. | Ch.1, 2 Team Project Assignment |
| W: 06/11 | Understanding the Marketplace and Customer Value. | Ch. 3, 4. Case 1 - reading and answering questions in writing |
| M: 06/16 | Understanding Consumer and Business Buyer Behavior. | Ch. 5 |
| W: 06/18 | Designing a Customer Value-Driven Strategy and Mix. | Ch. 6 Case 2 - reading and answering questions in writing. |
| M: 06/23 | Product, Services, and Brands: Building Customer Value. | Ch. 7 |
| W: 06/25 | Developing New Products and Managing PLC. Midterm Exam Preview. | Ch. 8 |
| M: 06/30 | MIDTERM EXAM (Chapters 1-8) | |
| W: 07/02 | Midterm Exam Results Review. Pricing: Understanding and Capturing Customer Value. | Ch. 9, 10. Case 3 - reading and answering questions in writing. |
| M: 07/07 | Retailing and Wholesaling. Personal Selling. | Ch. 11, 12. Case 4 - reading and answering questions in writing. |
| W: 07/09 | Sales Promotion. | Ch. 13, 14 |
| M: 07/14 | Extending Marketing. | Ch. 15 |
| W: 07/16 | Sustainable Marketing. | Ch. 16 |
| M: 07/21 | Project Presentation and Evaluation. | Case 5 - reading and answering questions in writing. |
| W: 07/23 | FINAL EXAM (Chapters 1-16) | |
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