

LINCOLN UNIVERSITY
BA 313 – INTERNATIONAL MARKETING
COURSE SYLLABUS
Department of Business and Economics
Spring, 2016

Lecture Schedule: Monday, 9:00 AM – 11:45 AM
Credit: 3 units (45 hours of lecture)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Monday**, 8:30 AM – 9:00 AM and TBA
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Textbook: **International Marketing**
Fifteenth Edition, by Cateora, Gilly and Graham; McGraw-Hill, NY, NY, 2009
ISBN-13: 978-0-07-352994-3

CATALOG DESCRIPTION

An analysis of international marketing principles and organizations, including design of operations and products to meet consumer preferences in various parts of the world. Included is a study of international forms of business organization in social, economic and cultural settings, as well as principles of international marketing management. (3 units) Prerequisite: BA 150 or BA 304

COURSE OBJECTIVES

- Students will understand the scope and challenges of international marketing.
- Students will understand the changes different economic, social and political systems.
- Students will be able to assess opportunities and develop corresponding strategies.
- Students will develop a comprehensive marketing plan.

PROCEDURES AND METHODOLOGY

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

COURSE PROJECT

Every student in the class, working as a team, must design and implement a plan for developing a marketing plan for an existing company. Final project is due the next to the last class will be presented orally on the last day of class. The last day each group will do an oral presentation.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be a make-up assignment.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to statute and case law are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

Class Participation	100 points
Case Studies	100 points
Mid-term exam	100 points
Final exam	100 points
Course Project - Written 100	
Oral 100	<u>200 points</u>
Total	600 points

564-600	A	444-461	C
540-563	A-	420-443	C-
522-539	B+	402-419	D+
504-521	B	360-401	D
480-503	B-	359 & below	F
462-479	C+		

COURSE SCHEDULE

Lectures	Topic
1	Overview and Trade Read Chapters: 1, 2
2	Foundations of Culture Read Chapter: 3
3	Cultural Dynamics Read Chapters 4, 5
4	Political Environment Read Chapter: 6
5	Legal Environment Read Chapter: 7
6	Marketing Research Read Chapter: 8
7	Review and take for Midterm Chapters 1-8
8	America Read Chapter: 9
9	Europe, Africa and Middle East Read Chapter: 10

- 10 Asian Pacific Region
Read Chapter: 11
- 11 Planning and Organization
Read Chapter: 12
- 12 Products and Services for Consumers and Businesses
Read Chapters: 13, 14
- 13 Marketing Channels and Communications
Read Chapters: 15, 16
- 14 Sales and Pricing for International Markets
Read Chapters: 17, 18
- 15 Implementation of Plan, Review and Final Exam
Read Chapter 19 and review Chapters 9-19
- 16 (a) Written Course Project Due
(b) Oral Presentation of Course Project

COMMENTS

- * Participation is required. 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.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions — do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems, both domestically and internationally. During that time, I had a chance to travel extensively, visiting 183 countries.

Like many students, I pursued four degree programs while working full time. My passion is teaching And working with students to identify a way forward. I have over thirty years of teaching graduate and undergraduate business classes to work and travel to 171 countries.

Syllabus Revised: January 14, 2016