

LINCOLN UNIVERSITY
BA 313-INTERNATIONAL MARKETING
COURSE SYLLABUS
Department of Business and Economics
Fall, 2017

Lecture Schedule: Tuesday, 9:00AM - 11:45 AM
Credit: 3 units
Instructor: Prof. Ken Germann, MBA, JD
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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.

COURSE LEARNING OUTCOMES

After this course:

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

PROCERDURES 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 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.

DOCTORAL STUDIES PROJECT

Every student in the doctoral program will be expected to develop a more comprehensive marketing mix. The written project and the oral presentation will both be presented in the last scheduled class.

REQUIREMENTS/HOMEWORK

Continuous assessment is emphasized. Four questions, posted on the board, and assigned readings are required every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take home 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 no make-up assignments.

EXAMS

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

GRADING

Class Questions	200 points
Mid-term exam	150 points
Final exam	150 points
Course Project - Written 50	
Oral 50	100 points
Graduate Project - Written 50	
Oral 50	<u>100 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	379-401	D
480-503	B-	360-378	D-
462-479	C+	359 + below	F

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
Chapters: 15, 16
- 14 Sales and Pricing for International Markets
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 expeditor, 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.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. I have had the opportunity to work and travel to 187 countries.

Revised: August 13, 2017

APPENDIX. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework