



# Lincoln University

## BA 313 – International Marketing COURSE SYLLABUS

Spring, 2019

**Instructor:** Dr. Ken Germann  
**Lecture Schedule:** Monday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Monday, 3:00 PM – 3:30 PM  
E-mail: [kengermann@att.net](mailto:kengermann@att.net)  
Phone: (510) 531-3082

**Textbooks:** **International Marketing** Fifteenth Edition, by Cateora, Gilly and Graham; McGraw-Hill, NY, NY 2009 ISBN-13:978-0-07-352994-3

**Last Revision:** December 13, 2018

### 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 LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Students will understand the scope and challenges of international marketing.	PLO 1	ILO 1b, ILO 2b	Homework, Written Group Project.
2	Students will understand the changes in different economic, social and political systems.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Homework, Written Group Project.
3	Students will be able to assess opportunities and develop corresponding marketing strategies.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Oral Group Presentation.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnu.edu) website (ctl.lincolnu.edu).

4	Students will be able to do research and develop a comprehensive marketing plan.	PLO 5	ILO 4b, ILO 5b	Homework, Written Group Project, Oral Presentation.
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## INSTRUCTIONAL METHODS

*This is a direct classroom instruction course.*

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.

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 [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

## 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/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 POLICY

Class Questions		200 points
Mid-term exam		150 points
Final exam		150 points
Course Project	- Written 50	
	Oral 50	<u>100 points</u>
<b>Total</b>		<b>600 points</b>

Grades will be earned as follows:

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

**CLASS SCHEDULE**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Assignment</b>
Week 1:	Overview and Trade	Read Chapters: 1,2
Week 2:	Foundations of Culture	Read Chapter: 3
Week 3:	Cultural Dynamics	Read Chapters: 4,5
Week 4:	Political Environment	Read Chapter: 6
Week 5:	Legal Environment	Read Chapter: 7
Week 6:	Marketing Research	Read Chapter: 8
Week 7:	Review and take for Midterm	Read Chapters: 1-8
Week 8:	America	Read Chapter: 9
Week 9:	Europe, Africa and Middle East	Read Chapter: 10
Week 10:	Asian Pacific Region	Read Chapter: 11
Week 11:	Planning and Organization	Read Chapter: 12
Week 12:	Products and Services for Consumers and Businesses	Read Chapters: 13, 14
Week 13:	Marketing Channels and Communications	Read Chapters: 15, 16
Week 14:	Sales and Pricing for International Markets	Read Chapters: 17, 18
Week 15:	Implementation of Plan, Review and Final Exam	Read Chapter: 19 and review Chapters: 9-19
Week 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 193 countries.