



Lincoln University

BA 413 – International Marketing COURSE SYLLABUS

Spring, 2019

Instructor: Dr. Ken Germann
Lecture Schedule: Monday, 3:30 PM – 6:15 PM
Credits: 4 units (3 units / 45 lecture hours + 1 unit individual research project)
Level: Mastery 2 / Research (M2R)
Office Hours: Monday, 3:00 PM – 3:30 PM
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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. A one-unit written research project and its oral presentation are required for the course. (4 units)

Prerequisite: BA 150 or BA 304

EDUCATIONAL OBJECTIVES

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

COURSE LEARNING OUTCOMES¹

	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.
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.

INSTRUCTIONAL METHODS

This is the 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.

INDIVIDUAL RESEARCH PROJECT (1 unit)

Each student registered for a 400-level course must complete a one-unit research project in addition to the coursework described in this syllabus. They are expected to develop a more comprehensive marketing mix. The written project and the oral presentation will both be presented in the last scheduled class.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

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

WRITTEN REPORT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted

PRESENTATION			
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>
<i>Style and Organization</i>	Presentation is clear, confident and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise and appropriate responses to all audience questions.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.

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 Participation		75 points
Case Studies		75 points
Mid-term exam		100 points
Final exam		100 points
Course Project	- Written 50	
	Oral 50	100 points
Graduate Project -	Written 50	
	Oral 50	<u>150 points</u>
Total		600 points

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

Date	Focus of Discussion	Assignment
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 (c) Written 1-unit Project Due (d) Oral Presentation of 1-unit Project Due	
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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.

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.