

LINCOLN UNIVERSITY
BA 413 – INTERNATIONAL MARKETING
COURSE SYLLABUS
Department of Business and Economics
Spring, 2021

Lecture Schedule: Tuesday, 9:00 – 11:45 AM (online)
Credit: 4 units: 3 units / 45 lecture hours + 1 unit individual research project
Level: Mastery 2/Research (M2R)
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. A one-unit written research project and its oral presentation are required for the course. (4 units) *Prerequisite: BA 150 or BA 304*

STUDENT LEARNING OUTCOMES

After this course:

- Students will understand the scope and challenges of international marketing PLO1, ILO 1C, 2C
- Students will understand the changes in different economic, social and political systems PLO2, ILO 2,7C
- Students will be able to assess opportunities and develop corresponding strategies PLO4, ILO 4,5,6C
- Students will be able to do research and develop a comprehensive marketing plan. PLO6, ILO 3C

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 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. Graduate students will have an extra 7-10 page single spaced research paper on a pre-approved topic. 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 100	
Oral 100	<u>200 points</u>
Total	800 points

746-800	A	589-612	C
715-745	A-	558-588	C-
691-714	B+	534-557	D+
669-690	B	504-533	D
637-668	B-	479-503	D-
613-636	C+	478 + 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 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.

Revised: January 13, 2021

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. The specific topic will be assigned by the instructor.

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:

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.