

LINCOLN UNIVERSITY
BA 313 – INTERNATIONAL MARKETING
COURSE SYLLABUS
Department of Business and Economics
Spring, 2012

Lecture Schedule: Tuesday, 9:00AM – 11:45 AM
Credit: 3 units = 45 lecture hours
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Wednesday**, 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)

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 and implement 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.

GRADUATE STUDIES PROJECT

Every graduate student 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.

- 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
(c) Written Graduate Project Due
(d) Oral Presentation of Graduate Project Due

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. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Revised: 1/11/2012