

LINCOLN UNIVERSITY
BA 413-INTERNATIONAL MARKETING
COURSE SYLLABUS
Department of Business and Economics
Fall, 2017

Lecture Schedule: Tuesday, 9:00AM - 11:45 AM
Credit: 4 units (45 lecture hours plus 1 unit individual project)
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. (4) units. Prerequisite: BA 150 or BA 304.

COURSE LEARNING OUTCOMES

- 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 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.

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.

- 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
{c) Written Doctoral Project Due
(d) Oral Presentation of Doctoral 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 and silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions.

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 August 13, 2017

APPENDIX. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>A Graduates of Lincoln University MS Program should be able to</i>	
1	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3	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
4	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.
5	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.
6	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7	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 MS in International Business program will be able to:</i>	
1	Demonstrate expert-level understanding of the aspects of international business
2	Exhibit deep knowledge of international dimensions of business functioning, including marketing, finance, management, operations, accounting, and entrepreneurship
3	Recognize business problems and provide creative solutions. Integrate theory and practice for strategic analysis in the field of international business.
4	Apply quantitative and qualitative methods of analysis to business situations in a complex global business environment
5	Develop and exhibit effective communication skills for relevant international audiences.
6	Work effectively with a team of international colleagues on diverse projects
7	Identify and analyze the ethical obligations and responsibilities in the field of international business