

**LINCOLN UNIVERSITY**  
**BA 313-INTERNATIONAL MARKETING**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Spring, 2017**

**Lecture Schedule:** Tuesday, 9:00AM - 11:45 AM  
**Credit:** 3 units  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** **Tuesday**, 8:30 AM – 9:00 AM and TBA  
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**Home Phone:** (510) 531-3082  
**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 a comprehensive marketing plan.

**PROCERDURES 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**

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take all 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 a make up assignment.

**EXAMS**

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to statute and case law are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

**GRADING**

Class Participation	100 points
Case Studies	100 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>100 points</u>
Total	600 points

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

**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  
{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 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.

Revised: July 24, 2015

family and travel. I have had an opportunity to work and travel to 171 countries.