

LINCOLN UNIVERSITY
BA 313-INTERNATIONAL MARKETING
COURSE SYLLABUS
 Department of Business and Economics
 Spring, 2018

Lecture Schedule: Monday/Wednesday Dates: 3/19-5/7/18 Hours: 3:30PM-6:15PM
Credit: 3 units
Level: Mastery 2 (M2)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: Monday/Wednesday 2:30-3:30PM
e-mail: kgermann@lincolnuca.edu
Phone: (510) 628-8016
Home e-mail: kengermann@att.net
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 LEARNING OUTCOMES

| | Course LO | Program LO | Institutional LO | Assessment |
|---|--|-------------------|-------------------------|---------------------------------|
| 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 |
|---|---|-------|----------------|--|

PROCEDURES AND METHODOLOGY

This is a 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.

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. 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

| | |
|-------------------------------|-------------------|
| Class Questions | 200 points |
| Mid-term exam | 150 points |
| Final exam | 150 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

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 matters 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. I have had the opportunity to work and travel to 187 countries.

Revised: January 8, 2018

Appendix A. Program and Institutional Outcomes

| Institutional Learning Outcomes (ILOs) | |
|---|---|
| <i>MBA Graduates of Lincoln University should be able to:</i> | |
| 1b | Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference. |
| 2b | Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards |
| 3b | 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 |
| 4b | 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. |
| 5b | 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. |
| 6b | Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace. |
| 7b | 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 MBA program will be able to:</i> | |
| 1 | Develop and exhibit applied and theoretical knowledge in the field of management and business administration |
| 2 | Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management |
| 3 | Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters |
| 4 | Demonstrate autonomy, creativity, and responsibility for managing professional practices |
| 5 | Demonstrate leadership and set strategic objectives for team performance |
| 6 | Identify ethical issues/problems in business organizations and reach decisions within ethical framework |

Appendix B. Classification of LU curriculum courses

| Code | Classification | Description |
|--|------------------------------|---|
| Courses 300 level w/o graduate prerequisites | Mastery 1 (M1) | Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences. |
| Courses 300 level with graduate prerequisites | Mastery 2 (M2) | Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study. |
| Courses 398, 399 | Mastery 2 / Assessment (M2A) | Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes. |