



# Lincoln University

## BA 313 – International Marketing

### COURSE SYLLABUS Spring, 2018

**Instructor:** Prof. Ken Germann, MBA, JD  
**Lecture Schedule:** Monday/Wednesday Dates: 3/19-5/7/18 Hours: 3:30PM-6:15PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Monday/Wednesday 2:30-3:30PM  
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**Phone:** (510) 628-8016

**Textbooks:** *International Marketing*. Fifteenth Edition, by Cateora, Gilly and Graham; McGraw-Hill, NY, NY 2009. ISBN-13: 978-0-07-352994-3

**Last Revision:** January 13, 2018

### 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).

### EDUCATIONAL OBJECTIVES

The student will learn to examine, compare, and understand those unique differences in Marketing programs, as conducted in different countries and regions, especially insofar as such differences are related to varying cultural influences. Special attention is directed to problems of sub-cultural variation.

### COURSE LEARNING OUTCOMES<sup>1</sup>

|   | 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 |

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

|   |  |       |                        |  |
|---|--|-------|------------------------|--|
| 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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### **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.

### **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 POLICY**

|                 |            |
|-----------------|------------|
| 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

| Week | Topic / Reading Assignment   |
|------|--|
| 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    | <b>Midterm Exam</b>  |
| 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. Read chapters: 15, 16   |
| 14   | Sales and Pricing for International Markets. Read chapters 17, 18  |
| 15   | Implementation of Plan, Review and Final Exam<br>(a) Written Course Project Due<br>(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.