



LINCOLN UNIVERSITY

BA 413 – International Marketing

Spring 2023

Wednesday 3:30 – 6:15 p.m.

Credit 4 units (3 units/45 lecture hours + 1-unit individual research project)

Instructor: Dr. Bill Hess

Level: Mastery 2/Research (M2R)

CATALOG COURSE 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. A one-unit written research project and its oral presentation are required for the course. (4 units) Prerequisite: BA 150 or BA 304

COURSE OBJECTIVES

The objectives of this course are

- to develop an understanding of the fundamentals of international business and management
- to understand the bases for making international investment decisions
- to understand the issues involved in analysis and making managerial decisions
- to understand the impact of international business decisions on the organization
- to learn how to assess the economic development and requirements of countries

TEXTBOOK

International Marketing; Cateora, et al. McGraw Hill 17th edition. 2016 ISBN: 978-0-07784216-1.

METHODOLOGY

Instruction will include lecture, student discussion of material studied, and individual assignments. Class/student discussion of current international business is a productive way to understand/learn the principles and successful strategies of companies.

COURSE WORK

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project. All assignments must be typed. Assignments are due at the start of the class. Late papers will not be accepted.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports.

MAJOR PROJECT

There is a major project – the development of a plan for a product or service. The product or service is one you want to introduce into a country other than your home country or the USA. A second option for a project is to act as a consulting firm charged by the government of your home country to recommend:

1. what industry should your country focus on to help the country grow.
2. what company it should approach to help develop that industry.
3. what should the government of your home country do to attract that company.

Either of these can be worked as a team of two people. The team will prepare a detailed plan that consists of:

1. a summary explanation of why the team selected its choice of industry and company.
2. how the product or service will benefit your country
3. the advantages/disadvantages of its recommendation

WRITTEN PROJECT FORMAT

Overview of Situation/cause of situation
Description of Product/service
Options available to resolve problem
Detailed Analysis of Applicable Macroenvironment
Recommend a course of action with advantages/disadvantages
Offer a secondary choice of action

Your project should demonstrate that the team understands and can apply the fundamentals of international business.

BIBLIOGRAPHY

In addition to the text used for this course, it may help the students to expand their interest and knowledge in the subject by reading material in other publications and texts. Recommended reading includes:

Kiss Bow or Shake Hands Terri Morrison and Wayne A. Conway; McGraw Hill ISBN 978-007-171404-4
Kiss Bow or Shake Hands: Asia Terri Morrison and Wayne A. Conway McGraw, Hill
ISBN 978-1-59869-216-7
The Elements of International English Style; Edmond H. Weiss; M. E. Sharpe publisher

The Wall Street Journal
Business Week
Financial Times

San Francisco Business Times
Harvard Business Review
The Economist

The Wall Street Journal
San Francisco Business Times

Forbes
Business Week

Services Marketing, Lovelock; Prentice Hall
A Writer's Reference, St. Martin's Press
Marketing Mistakes; Hartley, Wiley

WEBSITES

Academy of International Business: <http://aib.msu.edu>
United Nations Common Database (UNCDB): <http://unstats.un.org>
World Economic Outlook: A Survey of the Staff of the IMF:
www.imf.org/external/nscs.aspx?id+29/
World Development Report – World Bank: <http://econ.worldbank.org/wdrs>
“Doing Business in (...country...)” Guides – US Department of Commerce:
http://export.gov/about/eg_main_016806.asp

GUIDES

Best of Business Websites – International Business:
<http://brass.libguides.com/internationalbusiness>

OPEN-SOURCE JOURNALS (FREE)

Director of Open Access Journals (DOAJ) – www.doaj.org
Copenhagen Business School's Open Archive@CBS: www.openarchive.cbs.dk

BUSINESS PLANS – Sample Business Plans

www.referenceforbusiness.com/business-plans
www.carfnegielibrary.org/research/business/bplansindex.html

EXPECTATIONS

The textbook does a good job of explaining the basic principles and concepts of international business as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the operations of a company. We will discuss the application of international business to real life situations drawn from my professional experience. I want you to share your own experiences – or if you have limited work experience - to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Cell phone use is not permitted in the classroom. Use of a computer in the classroom requires the explicit permission of the instructor.

Notes, electronic dictionaries, or any method of obtaining information is not permitted during exam.

EVALUATION

Grades will be based on the quality of reports, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches/solutions that demonstrate a solid working knowledge of the concepts and principles of international business. Memorizing definitions is not sufficient. Grades will be based on:

- Exam 120 points
- Project assignments 60 points
- Classroom attendance/participation 60 points
- International Marketing Project 120 points

360 points

285 – 360 – A	268 – 284 – A-	250 – 267 – B+	232 – 249 – B
217 – 231 – B-	199 – 216 – C+	181 – 198 – C	165 – 180 – C-
147 – 164 – D	Below 147 - F		

ADDITIONAL CREDIT WORK

BA 413 is a 4-credit course. BA 413 students are required to do additional work for the extra credit. The work is the evaluation of an international company's marketing effort. The student will choose a company he/she wants to study. The student will need the instructor's approval of the study before starting to work on it. The student will need to explain why he/she picked that company and what he/she is expected to learn.

MAKE-UP WORK

Assignments are to be on time at the start of class. Late assignments will be reduced one grade. Exam and group presentation cannot be made up if missed – unless there is a documented emergency. The professor reserves the right to alter the syllabus to accommodate learning.

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm.

If you need help with the course or have questions you can contact Dr, Hess. His E-mail address is whess@lincolnuca.edu

COURSE SCHEDULE

January	25	Introduction to course. Discuss plans for the course. Review Marketing Discussion on international marketing
February	1	Chapter 2 The Dynamic Environment of International Trade
	8	Chapter 4 Cultural Dynamics in Assessing Global Markets
	15	Chapter 5 Culture, Management Style, and /Business Systems Assignment: Hand in your proposal for course project
	22	Chapter 6 The Political Environment
March	1	Chapter 7 The International Legal Environment: Playing by the Rules
	8	Chapter 8 Developing a Global Vision through Marketing Research Assignment: Brief write up/review of macroenvironment as it applies to your project.
	15	Spring Break. No class. Enjoy
	22	Chapter 9 Economic Development and the Americas
	29	Chapter 10 Europe, Africa, and the Middle East
April	5	Chapter 11 The Asia Pacific Region
	12	Chapter 12 Global Marketing Management, Planning, and Organization
	19	Chapter 15 International Marketing Channels
	26	Chapter 16 Integrated Marketing Communications and International Advertising
May	3	Chapter 18 Pricing for International Markets
	10	Final Exam

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class, the student will receive 5 points.

Name as on university records _____

ID No. _____

Lincoln University email address: _____

Signature: _____

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally, I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine, I will receive no points for the assignment.

Revised: January 10, 2023