



## COURSE INFORMATION

### **BUSINESS ADMINISTRATION – BA259, INTERNATIONAL MARKETING SYLLABUS FALL, 2024**

#### **INSTRUCTOR INFORMATION**

- Chiu Chen, Ph. D., Purdue University
- cchen@lincolnuca.edu
- Room 407
- (925) 681-9846
- Office Hours: Monday from 11:45 am to 12:30 pm and by appointment

#### **COURSE CREDITS AND LEVEL**

- 3 units/45 lecture hours
- Advanced (A)

#### **CLASSROOM LOCATION AND CLASS MEETING TIME**

- TBD
- Monday from 12:30 to 3:15 pm

## COURSE DESCRIPTION

#### **CATALOG DESCRIPTION**

Presented 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, cultural settings, as well as principles of international marketing management. (3 units) *Prerequisite: BA 150*

#### **GENERATION DECRIPTION**

This course is designed to introduce students to the marketing practices of companies pursuing market opportunities outside their home country and to increase students' awareness of the importance of taking a global perspective on marketing management strategies. Students will learn how to effectively plan marketing for the needs of international markets. The two main components of this course are 1) knowledge of international marketing strategy and tactics and 2) application of this knowledge through case studies and project.

The specific course objectives are to:

- Provide the students with a knowledge of the basic concepts and practices of international marketing.
- Introduce the international marketing environment.
- Comprehend characteristics of the global consumer, industrial buyer, and government buyer.
- Outline the process of developing strategic planning in the context of the global marketplace.
- Discuss the importance of designing, modifying, or developing a product/service to meet the needs of a regional or global basis.
- Explain the different types of pricing strategies in selling a product or service overseas.



- Describe strategic issues in marketing channels, including electronic system management, infrastructure management, and shipping rules for international transportation and shipments.
- Analyze integrated marketing communication strategies.
- Communicate an understanding of international marketing concepts and activities through written assignments and project presentations.

### LEARNING OUTCOMES

At the end of the course, students should be able to:

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Describe the elements of strategic marketing planning, and the basic components of marketing programs in the context of the global marketplace.	PLO1	ILO1	in-class discussions quizzes exams case studies project assignments
2	Investigate case studies including strategic decisions on products, promotions, distribution, and pricing.	PLO3	ILO2 ILO3	in-class discussions case studies
3	Apply analytical skills to define global marketing problems, identify opportunities, and interpret their implications for decision-making.	PLO5	ILO4	group project assignments in-class group discussions
4	Develop global marketing strategies and plans.	PLO2 PLO6	ILO6 ILO7	group project project presentation

To achieve these learning outcomes, we will employ classroom discussion, case analyses, experiential exercise, and written and oral presentations. Lectures on conceptual material and instruction on analytical methods support the classroom activities. Student performance will be evaluated through class participation, quizzes, individual assignments, an international marketing project, examinations, and presentations. Student participation in class activities is essential and will be graded. Attendance at all scheduled class meetings is expected.

### COURSE REQUIREMENTS

#### PREREQUISITES

- BA130, Introduction to International Business
- BA150, Marketing

#### REQUIRED COURSE MATERIALS

- Textbook: M. R. Czinkota, I. A. Ronkainen, and A. Peng Cui (2023), International Marketing (11th Edition), Cengage Learning Inc. ISBN-13: 978-0-357-44512-9, ISBN-10: 0-357-44512-0
- Other relevant information pertaining to the assignments.



### **CLASS ATTENDANCE AND PARTICIPATION**

Student attendance for this course is essential. A student missing more than 10 sessions will not pass the course. A session is defined as a one-hour lesson; every Monday class period consists of three lessons/sessions. Three points will be deducted for each missed session. Students start with 9 points of participation in total for each class (ex. If a student misses the first two sessions of a class, they will only receive 3 participation points.) (Please see the grading formula for class attendance and participation under the “Method of Evaluation” section for more information). If an absence is necessary, the following guidelines regarding absences should be followed.

- For any student who has an exceptional circumstance, they must consult with the Director of Admissions and Records for an alternative to making up the class sessions missed.
- A doctor’s note is required if you miss the class due to illness.

Students are encouraged to be prepared for the class and contribute to class discussions. Points will be granted to students who participate in the class discussions (see the grading formula for class participation under the “Method of Evaluation” section).

### **CHAPTER AND PROJECT ASSIGNMENTS**

Chapter and project assignments will be assigned periodically.

- Assignments must be typed. Hand-written assignments will not be accepted.
- Assignments are due by 12:30 pm of the due date. You are asked to submit your assignments via the Canvas. Assignments submitted via email are not accepted.
- Five points per week will be deducted if assignments received after the due date.

### **GROUP PROJECT AND PRESENTATION**

Everyone will complete a group project paper and presentation. The project is described on page 9, 10, 11, and 12 of this syllabus. Three project assignments have to be done to finish group project step by step. You may need to discuss your project with Instructor for 2 to 3 times to make sure having a satisfactory outcome.

Assignments and projects required 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 [LU Library](http://lincolnuca.libguides.com) website ([lincolnuca.libguides.com](http://lincolnuca.libguides.com)).

### **QUIZZES**

Quizzes will be given at the beginning of each class. Each quiz is worth ten or twenty points.

### **EXAMINATIONS**

Three examinations are scheduled throughout this semester. The following lists the material covered in each exam:

- Exam 1 - Chapters 1, 2, 3, 4, and 5 (online)
- Exam 2 - Chapters 6, 7, 8, 9, and 10 (in-person/in classroom)
- Exam 3 - Chapters 11, 12, 13, 14, and 15 (in-person/in classroom)

For more information on course activities and course schedule, please click the course navigation function SYLLABUS on the left side of the screen, and then click the link of Syllabus, Course Schedule, and Group Project.



## METHOD OF EVALUATION

### POINTS AND PERCENTAGE

• Class participation	100 total	11%
• Case Studies	50 each, 200 total	21%
• Subject presentation	100 each, 100 total	10%
• Quizzes	30 each, 60 total	6%
• Examinations	100 each, 300 total	31%
• Project assignments	30 each, 90 total	10%
• Written project	100 total	11%
• Total	950 points	100%

### GRADING SCALE

• A+: 887 + (93.33%)	A: 855 – 886 (90%)	A-: 823 – 854 (86.67%)
• B+: 792 – 822 (83.33%)	B: 760 – 791 (80%)	B-: 728 – 759 (76.67%)
• C+: 697 – 727 (73.33%)	C: 665 – 696 (70%)	C-: 633 – 664 (66.67%)
• D+: 602 – 632 (63.33%)	D: 570 – 601 (60%)	D-: 538 – 569 (56.67%)

### CLASS ATTENDANCE AND PARTICIPATION

Grading formula for class participation is listed below:

- $100 - (3/\text{session} \times \text{Absence}) + (0.1 \times \text{Discussion})$

### CLASSROOM CONDUCT

The normal rules of classroom etiquette apply. Try to respect your classmates in a way that helps to make the best learning environment possible. Try not to bring cell phones, laptops, or any electronic devices into the class. If you must have these kinds of electronic devices, make sure that they are silenced, stored away and not used any time during the class period. Laptops are allowed for note-taking only. Unnecessary distractions that detract from the classroom are highly discouraged and repeated disruptions will be reflected in a poor class participation grade. Be on time to class, as quizzes will be given at the beginning of the class.

### RUBRICS AND GRADES

In order to understand what is expected of you for each assignment, please check out the rubric attached to each assignment for the grading criteria. You can view your grades by clicking the Grades in the left-hand side of the course site. Please check your grades regularly to make certain that I have received all your assignments. If you have a question about a grade, email me through my LU email account.

Group written report and presentation are graded based on group members' evaluation (page 12 of this syllabus). Not everyone in the same group will receive the same grade for your final report. The following formula will be used:  $(\text{the score you give yourself} + \text{the scores your group members give you}) / \text{the highest score each group member gives out} = \text{percentage of your contribution for the group report and presentation.}$



## MAKE-UP EXAMINATIONS

Do not miss the regularly scheduled quizzes and exams. Note the following points.

- Make-up quizzes will not be granted to students who miss classes and quizzes.
- Only individuals who miss the regularly scheduled exams for reasons acceptable to the university and Instructor can take a make-up exam. These reasons include your unavoidable illness when verified by a physician and almost no others. Unacceptable reasons include weddings (yours or anyone else), vacations, rides home, lack of preparation, loss of memory, sleeping in, a relative's illness or death, car trouble, and most all other reasons of a similar nature.
- Fifteen points will be deducted from your total exam score per week until the make-up exam is completed. For example, if you miss an exam due on 9/23 at 3:15 pm and you take a make-up exam within one week (9/30, before 12:30 pm), 15 points will be deducted. If you take it past 12:30 pm on 9/30 and within two weeks (10/7, before 12:30 pm) 30 points will be taken off.
- All make-up exams are administered no later than Tuesday of the last full week of class at a mutually convenient time.
- You must inform me, in writing, of your need to take a make-up exam at least one full week before the make-up exam date. Please also provide supporting documentation for why you missed the exam (e.g., doctor's note, court proceedings, family emergency, etc.)
- Make-up exams may be in a different format than the original test. If the original test is multiple-choice, the make-up could be an essay.

## COURSE COMMUNICATION

For personal concerns or questions, office hours are a good way to contact me. Feel free to go to Room 407 (adjunct faculty lounge) before class, Monday from 11:45 am to 12:30 pm. If this office hour does not work for you, email me for appointments. Zoom meeting can be scheduled at a mutually convenient time.

### ANNOUNCEMENTS IN CANVAS

Announcements will be made in class and be posted on Canvas on a regular basis. The announcements in Canvas will appear on your BA259 course menu when you log in. Please make sure to check them regularly, as they will contain important information about upcoming learning activities or class concerns. I expect students will login at least 3 times per week.

### COURSE Q&A IN CANVAS

This is an informal discussion forum where students can post and respond to questions about course content and logistics. When posting on this discussion board, it is important to understand how to interact with one another online. You can read more about the rules of netiquette at <http://www.albion.com/netiquette/index.html>.

### EMAIL

Another way to contact me is through email. I generally check my email several times each day. You can expect a response within 24 hours, Monday 9:00 am to Thursday 5:00 pm; no response



guarantee on Fridays or Weekends. Please check your emails regularly for class updates. When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with the course number, your name, and message subject. For example, BA259\_ChIUChen\_Chapter Assignment#1.
- Send emails to my LU email account.

#### ACADEMIC HONESTY

You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not let another student login to your Blackboard account. Contribute fairly to group work. Always cite *all* reference materials that you use (including materials from the web).

During examinations, you are not allowed to walk in and out of the classroom until completion of the examination.

#### STUDENT DISABILITY SERVICES

Lincoln University is committed to making its educational opportunities accessible to qualified individuals with disabilities in accordance with Sections 503 and 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). Students with disabilities who require accommodations must contact Student Services Department as soon as possible. All individuals requiring reasonable accommodations are responsible for informing the university in a timely fashion and for providing documentation and evaluation in appropriate cases. Students already registered with Student Services Department should present their letters of accommodation to faculty at the start of term or as soon as possible in order to ensure that needs are met. (<https://acqa.lincolnuca.edu/disability-policy/> and <https://acqa.lincolnuca.edu/ada-accommodations/>)

#### NOTE

##### **GENERAL SAFETY ON CAMPUS**

The capacity of the elevator is four people, please practice common sense and do not take it if you are the fifth person.

The instructor reserves the right to alter the contents of this syllabus/schedule at anytime during the semester.



**COURSE OUTLINE FOR INTERNATIONAL MARKETING**

**Module 1: The International Marketing Environment**

- 8/26 Course introduction  
 Group project description  
 Global Environmental Drivers  
 Syllabus  
 Project group forming  
 Chapter 1
- 9/02 Labor Day
- 9/09 International Trade Frameworks and Policy  
 The Role of Culture  
 Quiz #1  
 Subject presentation  
 Chapter 2  
 Chapter 3  
 Chapter 1 Notes
- 9/16 The Economic Environment  
 The Political and Legal Environment  
 Subject presentation  
 Case Study #1  
 Chapter 4  
 Chapter 5
- 9/23 Exam #1 (Online)  
 Subject presentation  
 Case Study #2  
 Chapter 1 - 5

**Module 2: Finding Global Customers**

- 9/30 Consumer, Industrial, and Government Markets  
 Strategic Planning  
 Project Assignment #1  
 Chapter 6  
 Chapter 7
- 10/07 Strategic Planning  
 Analyzing People and Markets  
 Case Study #3  
 Chapter 7  
 Chapter 8
- 10/14 Analyzing People and Markets  
 Market Entry and Expansion  
 Chapter 8  
 Chapter 9
- 10/21 Market Entry and Expansion  
 Marketing Organization, Implementation, and Control  
 Project Assignment #2  
 Chapter 9  
 Chapter 10
- 10/28 Exam #2 (In-person, closed notes)  
 Group member evaluation #1  
 Chapter 6 – 10 Notes

**Module 3: The Global Marketing Mix**

- 11/04 Product Management and Global Brands  
 Project Assignment #3  
 Chapter 11



- 11/11 Veterans Day
- 11/18 Global Marketing of Services Chapter 12
- 11/25 Advertising, Promotion, and Sales Chapter 13
- 12/02 Pricing Strategies and Tactics Chapter 14  
Case Study #4
- 12/09 Global Distribution and Logistics Chapter 15
- 12/16 Exam #3 (In-person, closed notes) Chapter 11 - 15  
Final project  
Group member evaluation #2





## GROUP PROJECT GUIDELINES

For this project, you can choose a multinational company which has been successful in expanding its business to a country or countries outside of its headquarters/parent company. You are developing a report to summarize the company's background, products/services, and its marketing strategies in the country/countries outside of its headquarters. An example is IKEA which is headquartered in Sweden but has branched out to other countries such as the United States, Japan, etc.

This project will be done in groups of three to four. You are free to choose your own group members. If you have trouble finding a group, please ask for my assistance.

These worksheets will assist you in writing a formal marketing report. The worksheets are designed as a checklist to help ensure that important information is not omitted from the marketing report. Answering the questions on these worksheets will enable you to:

1. Organize and structure the data and information you collect during the international marketplace analysis.
2. Use this information to better understand a firm's strengths and weaknesses, and to recognize the opportunities and threats that exist in the marketing environment.
3. Identify the target markets of the product/service.
4. State the marketing strategy that creates competitive advantages.
5. Conclude a report for the company's international marketing strategy.

The outline was designed to serve as a starting point and to be flexible enough to accommodate the unique characteristics of your situation. Remember that there is no one best way to organize a marketing report. You may change the outline or add additional information that is relevant to your situation.

### **I. Executive Summary**

The executive summary is a synopsis of the overall marketing report. It should provide an overview of the entire report including a brief introduction of the multinational company, marketplace analysis, target market identification, strategy elements, and outcomes. The executive summary should be the last part of the marketing report that you write.

### **II. Introduction of the Company**

Introduce the multinational company you choose for this report.

- A. Describe the background of the multinational company.
- B. Outline the history of this company in a foreign country.
- C. Describe the products/services the company sells in a foreign country.



### III. Analysis of the International Marketplace

International marketplace overview provides an overall evaluation of the environment in which the company operates, as well as of the markets in which the company competes.

#### A. The Cultural Environment

Demonstrate the specific elements of culture in this marketplace.

Review the current cultural and subcultural issues.

State any specific sociocultural trends in this marketplace.

Analyze the strategies this corporation has taken to work with the cultural differences.

#### B. The Economic Environment

Illustrate the overall economic condition of this marketplace (for example, economic growth, stability, and/or challenges).

Describe the marketing characteristics, including population, income, consumption patterns, infrastructure, and geographic features.

Analyze the corporate's response to economic challenges or opportunities due to selling in to other countries (for example, having to change product pricing).

#### C. The Legal Environment

State any specific government regulations or laws that would have jurisdiction over the type of the product/service.

Review any political trends (for example, sanctions or tariffs).

#### D. The Technological Environment

Conduct a brief technology assessment, determining the impact that technology has on the products/services, its sale, or use.

### IV. Target Market

Identify the primary and secondary target market of this product/service.

A. Describe the characteristics of the consumers.

B. Describe the characteristics of the industrial buyers (as needed).

C. Describe the characteristics of the government buyers (as needed).

### V. International Marketing Strategy

Identify the complex combination of the 4Ps elements that distinguishes goods/services from other competitors' products/services.

A. Product strategy, including branding and packaging strategy

B. Pricing strategy

C. Distribution/supply chain strategy

D. Promotion strategy



## VI. Conclusion

The concluding paragraph should reinforce your product/service analysis, summarize the key supporting strategies you discussed in the body of your report, and provide your final impression of the central analysis.

## VII. References

Organize the citations using APA format.

## VIII. Appendix

Add this section to the report as needed. You are welcome to include images, tables, charts, or any supporting data in this section.

**Written Report.** You will produce a final written report for the project. This report should be approximately 20 pages (more than 20 pages are accepted), double-spaced, with 12-point font and one-inch margins. Your written report should be in essay format – a cover page, table of contents, headings, subheadings, and page numbers. You should follow the format outlined below. You are welcome to insert tables or photos in this project. The report will be marked based on both content and form. High quality writing is expected.

Each of you are responsible for every portion of the report. If you distribute responsibilities, be sure to read and edit the other group member's sections before turning in the final report.

Project Section	Approx. Length
Report Cover	1 p
Table of Contents	1 p
Executive Summary	1 p
Introduction of the Company	2 p
Description of the International Marketplace	4 – 5 p
Target Market	2 p
Marketing Strategies	5 – 6 p
Conclusion	1 p
References (use APA citation style)	1 – 2 p
Appendices (evidence of data collection is required)	As needed



**GROUP MEMBER EVALUATION FORM**

Evaluate each member of your group (including yourself) in each of the areas listed below using a rating scale of 1 to 10. Higher number represents greater contribution to the project. The total score is 100.

Project Title \_\_\_\_\_

Group Member Evaluation Form	Your Name:	Group Member's Name:	Group Member's Name:	Group Member's Name:
<b>Evaluation Items (1 to 10 Rating Scale):</b>				
<b>Co-Manager Meetings</b>				
1) Attendance at Meetings				
2) Willingness to Meet				
3) Preparation for Meetings				
<b>Effectiveness in Helping Complete the Project:</b>				
4) Understanding of Project				
5) Skills in Diagnosing Problems and Suggesting Strategic Improvements				
6) Caliber of Contribution to Project				
7) Willingness to Contribute				
<b>Effectiveness as Member of Group:</b>				
8) Enthusiasm and Commitment				
9) Teamwork and Cooperativeness				
10) Carried Fair Share of Workload				
<b>Total Evaluation:</b>				

**Additional Comments (use back if necessary):**

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**GROUP PRESENTATION GRADING FORM**

Date/Time:

Presentation Title:

Presenters:

**The Opening**

Made the necessary introductions of self and others.	
Immediately captured my interest and convinced me to pay attention.	
Indicated what would be covered and how it would be covered. Clearly stated what the presentation is about.	
Clarified my role (what is expected from me, when questions should be asked).	

**Organization**

Communicated an organizing scheme making comprehension and retention easy.	
Is clearly organized and the progression of ideas is easy to follow. Ideas presented in a logical order.	
Main ideas clearly distinguished (organized into comprehensible parts or sections).	
Each section was introduced and concluded well.	

**Content**

Appropriate amount of content (not too much or too little covered).	
Supporting facts and data were accurate.	
Facts and evidence were clearly referenced.	
Research was current and based on the literature.	
Information was geared toward the needs and concerns of the audience.	

**Delivery Style**

Presenter(s) were well prepared.	
Used a variety of styles: logical (arguments, intellectual (facts), emotional (stories), humor, etc.	
Did NOT read material from a script.	

**Audiovisuals**

Audiovisuals were titled, clear, easy to understand and not overly simple or overly complex.	
Audiovisuals were used appropriately (presenters referred to PowerPoint slides, slides were related to information discussed, synchronized appropriately, etc.; film clips, speakers were relevant and added to the information being presented.	
Presenters were comfortable and familiar with the audiovisuals used.	

**The Closing**

The conclusion summarized the presentation.	
Major points/results and their importance were emphasized.	