

# **Chaminade University Day Undergraduate Program**

## **MKT 301: Principles of Marketing**

### **Course Schedule**

Quarter:	Fall 2020
Course location and time	T / TH: 9:40am – 11:10am, Henry Hall 227

### **Instructor Contact Information and Availability**

Course Instructor:	Wera Panow-Loui
Administrative Assistant Phone:	(808) 440-4280
Mobile Phone:	(808) 282-1100
E-Mail:	Utilize the “Inbox” via the Canvas dashboard Secondary: wera.panow-loui@chaminade.edu
Administrative Assistant Phone:	(808) 440-4280
Office Hours:	Monday: 12-4pm / Wednesday, Friday 9am – 3pm or by appointment  Office: Kieffer 25

I am available to answer questions and provided any assistance needed – both for you individually and your project team. You can reach me as follows:

- In person or Zoom: during office hours (see above) or by appointment
- Email: via Canvas; response time: 24-hours weekdays, 48-hours weekends
- In urgent matters, please feel free to text or call me on my cell (808) 282-1100

### **Course Catalogue Description:**

This introductory class addresses the broad and diverse nature of the marketing function in organizations. The terminology that marketers use is covered, as well as the theories, models and research activities that guide marketing decision-making. The challenge of understanding consumer behavior is included. Finally, various factors and trends in the environment in which marketing occurs are studied, including ethical issues. For the non-major, this course provides a solid foundation of marketing concepts that any businessperson should understand. For the marketing major, this class serves as the prerequisite for all other

marketing courses, each of which is a more in-depth treatment of the most important aspects of marketing that are introduced in MKT 301.

### Associated Program Learning Outcome

Students will demonstrate an understanding of the concepts, theories and tools of marketing and strategic marketing decision-making.

### Course Learning Outcomes

At the conclusion of this course, successful students will have demonstrated an understanding

- of the terminology and vocabulary of marketing.
- of the tools of marketing: product, price, promotion, and place.
- of how trends in the marketing environment influence marketing decision making
- of the tasks involved in developing a marketing strategy: market research, market segmentation and targeting, product positioning, and marketing mix planning and implementation.
- of the two major influences on consumer behavior, social (social class, reference groups, family, culture, roles) and psychological (attitudes, perceptions, motivations, personality) factors
- of the differences between consumer and industrial markets.
- of how to use marketing concepts to analyze business problems.
- understand the basic outline of a marketing plan and create and present a working marketing plan

### Course Materials

- Principles of Marketing, available for free: *(this link will provide you with the option of online reading, downloading a pdf, or reading the eBook)*  
<https://open.umn.edu/opentextbooks/textbooks/50>
- Positioning, the battle for your Mind. Al Ries and Jack Trout. (available as Kindle and Print version)
- Additional reading materials supplied by the instructor

### Instructional Methods and Email Communication

**Canvas** will be utilized to allow for asynchronous online instruction if necessary and to supplement in-class instruction. Course materials, assignments, announcements will be posted on the course website. **It is important to follow the modules in Canvas and to read the necessary chapters and other supplemental work.** You are responsible for checking the Canvas website regularly.

**All email communication will be conducted via the Canvas Inbox**

## Technology Requirements

The following are the hardware, software and applications required for this course. Should you have any issues or concerns regarding these requirements, please contact me.

Hardware: **Laptop with WIFI, video and mic** capabilities

Software: **Microsoft Office tools:** Word, PowerPoint or equivalent software for **Mac users** for word processing and presentations

Web-based apps: **Canvas** will be utilized for all instruction, online discussions, and assignments for this course.

I will also periodically utilize [Google Docs](#) to share documents. You may consider using Google Docs for your assignments as well.

You may use [Screencast-O-Matic](#), a free video recording and presentation application instead of a recorded PPT. Tutorial link: [Screencast-O-Matic tutorial](#)


**Zoom** will be utilized for online meetings. I encourage you to download the software ahead of time. [Zoom download](#)

Otherwise you will be prompted to do so once you receive a link to log in for a meeting.

You will be able to log in via computer, smartphone / tablet, or call in. However, whenever possible, I prefer that participants log in via Video for greater personalization.

Technical Assistance:

Chaminade Help Desk: [helpdesk@chaminade.edu](mailto:helpdesk@chaminade.edu) (808) 735-4855

Canvas: log in to Canvas Dashboard and click on the  from the sidebar.

Canvas Student Hotline: +1-877-251-6615

## Instructor Feedback

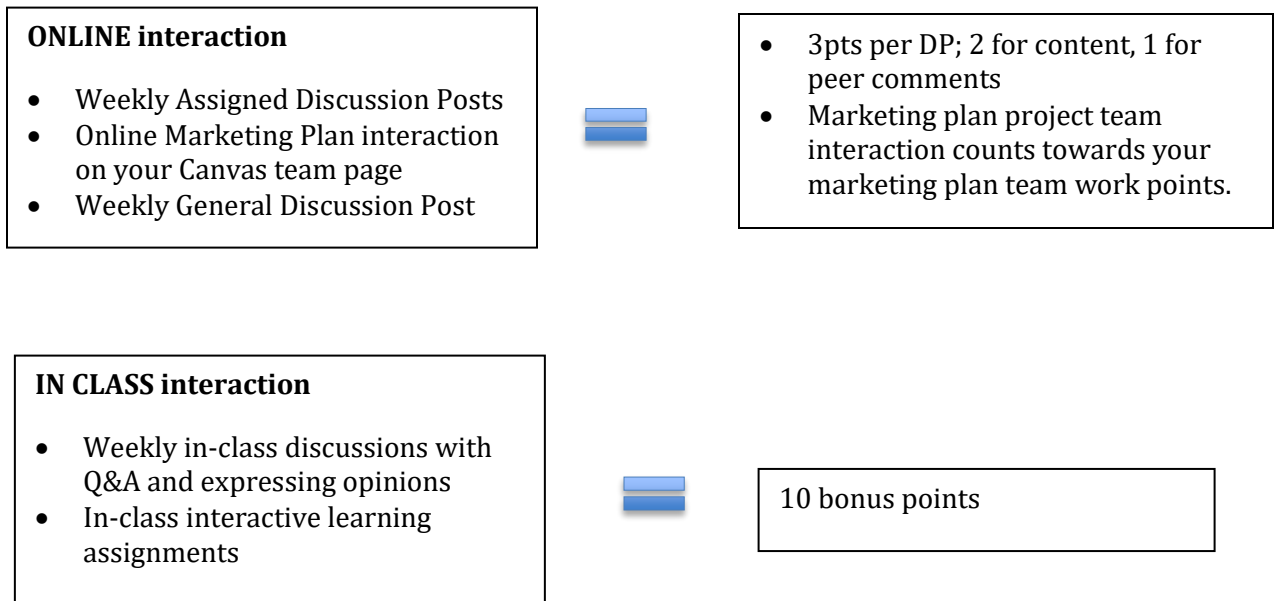
Unless otherwise stated, I will provide feedback as follows:

- Email: 24-hours weekdays, 48-hours weekends
- Discussion Posts: I will provide feedback and grades within 48 hours
- Assignments: 4-5 days
- Marketing Plan Section feedback: 1 week
- Quizzes/Exams: 1-2 weeks

In addition, there will be 2 individual required progress meetings with me throughout the semester. This a great opportunity for questions, feedback, and dialogue regarding your progress in class.

## Assignments and Participation

To be successful in this course, your active participation is required. You will be asked to switch from a traditional, “passive” listening role to **active involvement in the learning process**. Hence, taking notes and participating in discussions will not only enrich your learning, but will also reflect positively on your grade.



### Type of Assignments: (details for each assignment provided below)

1. Required Reading
2. Assigned Discussion Posts
3. Topic Quizzes
4. Connect the Dots articles/ write-up
5. Exams
6. Progress Meetings
7. Chapter presentations
8. Marketing Plan project

#### **1. Required Reading:**

Weekly readings of the chapters from your textbook as indicated and the assignment section in Canvas. The **Learning Objectives** in the beginning of each chapter are a great way to focus your reading on the main ideas.

Additional reading may be assigned and listed on Canvas.

You should have an idea of the topics covered before class, so I suggest you skim the reading assigned BEFORE class. After class, review the reading assignment and the PPTs.

## 2. Discussion Posts: 3 pts each

There will be weekly online discussion posts regarding a topic covered that week. Each student is required to post their answer to the question(s) and comment on at least one (1) of the shared examples by their peers.

**Due dates:** typically, due date for the business practice example **is the middle of the week;** due date for the comment post on one of you peers is due **last day of the week.** Please refer to Canvas for the respective due dates.

## 3. Topic Quizzes: 3 pts each

There will be 5 Topic Quizzes and a Syllabus quiz throughout the semester on the reading and material learned over a 2 week period.

## 4. Connect the Dots Write-Up: 3 – at 10 points each

To enhance your understanding of how to apply marketing concepts to business situations or issues, you will either be provided with an article from the popular business press or asked to research an article on your own. Your task is to absorb what the article says and then “translate” it into terms that apply of the marketing concepts we are discussing.

Format:

- 1 Page maximum
- Times New Roman, double-spaced, bullet point format

Outline:

- Your name; article title and reference
- Summary of the article and highlight of the business situation. – **3 pts**
- Marketing concepts – list 3 marketing concepts that apply to the situation – **6pts**  
**1 point will be given for the clarity in your writing.**

Your write-up will be graded on the basis of the **your ability to extract an important theme/thesis/lesson from the example, your ability to apply, appropriately, what you are learning to the situation, and the clarity with which you express yourself, including "sounding" like a marketer, organizing your ideas logically, and paying attention to spelling and grammar.** We will go over an example article in class, using the format described above in our discussion of the article.

## 5. Exams:

There is a 1 Peer-Review Quiz, and 1 Final Exam. These will be a combination of essay, multiple choice and true/false questions from the required reading, as well as possible article excerpts test how well you can make connections between specific concepts and theories you have learned about and the situation described in the articles.

## **6. Progress Meetings: 5 pts each**

This assignment involves scheduling 2 progress meetings with me, so that together we can discuss your work in the class. Periodic performance reviews are common in business settings, so this simulates what you might expect when you are on the job. **It is your responsibility to set up these meetings.**

*Meeting 1: timeframe: Sept 15 – Sept 29    Meeting 2: timeframe: Oct. 20-Nov 3*

**Once the deadline for each meeting period has passed you cannot double up** in another five-week period to make up for the missed opportunity to meet.

## **7. Chapter Presentation (on Positioning) – Team of 2    10 points**

Working in pairs, this assignment involves presenting on a chapter from the Positioning book by Ries & Trout. Your task is to read the chapter and, taking on the role of a teacher, present to the class the main points of the chapter using PPT or similar.

## **8. Marketing Plan: Group Project (detailed requirements and the outline are posted in Canvas under FILES)**

Understanding the components of a marketing plan is a key objective of this course. By creating and presenting a PPT of a working plan by end of the semester you will apply the marketing concepts learned in class to a practical, real-world scenario. This project entails developing a marketing plan for a new product idea with a “social objective and impact” in mind.

Since this is a group project, it will also reinforce the concept of team work – similarly to a working environment where you often need to work with others to complete projects you will collaborate with your peers on developing the product idea, the value proposition, target market, and 4Ps strategies.

## **Etiquette and Communication**

### **Class Etiquette:**

You are expected to behave in a manner not to disrupt other students or the learning environment, hence please follow these guidelines:

- Turn off mobile phones (unless you are asked to use them in class)
- Laptop use is permitted only for class work
- Arrive on time. If you must leave class early or arrive late for any reason, please let me know in advance.
- Hold private conversations before or after class.

### **Netiquette:**

All members of the class are expected to follow rules of common courtesy in all in-class or online class sessions. If I deem any of the course activities or email messages to be

inappropriate or offensive, I will advise the chair of the department and the online administrators accordingly and appropriate action will be taken, not excluding expulsion from the course.

**Email:**

- Always include a subject line.
- Remember that without others being able to see your facial expressions or hear your tone, some comments may be taken in a way you didn't intend. So be careful in wording your emails. Use of emoticons may be helpful in some cases.

**Discussion Groups:**

- Review discussion threads thoroughly before entering the discussion.
- Maintain threads by using the "reply" button rather than starting a new topic.
- Be respectful of others' ideas.
- Read the comments of others thoroughly before entering your remarks.
- Cooperate with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

**Assessment and Grading**

Online Discussion Post (3pts each)	- 36 pts
6 Topic Quizzes (3 pts each)	- 18 pts
2 Progress Meetings (5pts each)	- 10 pts
3 Connect the Dots write-up (each worth 10 pts)	-30pts
1 Chapter presentations	- 10 pts
1 practice quiz with peer review	- 6 pts
Final	- 40pts
Marketing Plan	- 40pts
<b>TOTAL SCORE:</b>	<b>190 pts</b>
In-class Assignments & Participation	10 bonus points
End of semester Business article analysis	10 bonus points

Due dates for assignments and quizzes are posted under the applicable module in Canvas. **Late assignments** will be accepted; however, 1 point will be deducted per day late. I will make an exception should certain circumstances prevent you from submitting an assignment on time, however you need to communicate with me before the due date.

You have the opportunity to earn bonus points – both online and in the classroom. 10 bonus points are given for in-class participation, and 10 bonus points for an online business article analysis at the end of the semester.

### **Time Commitment**

To be successful in this course, you must allocate sufficient time to access course materials and complete all assignments. During this course you should plan on scheduling 10 to 12 hours per week to successfully participate and achieve the course objectives.

### **Students with Disabilities**

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at 808-735-4845. Current appropriate documentation will be required for determination of accommodation eligibility.

### **Academic Honesty**

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Business School Dean. Consequences for academic dishonesty may range from an “F” grade for the work in question to an “F” grade for the course to suspension or dismissal from the University.

A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources.



### ***Academic dishonesty in a learning environment could involve:***

- Having a tutor or friend complete a portion of your assignments
- assignment
- Copying work submitted by another student to a public class meeting
- Using information from online information services without proper citation



## Resources

### Library

As a Chaminade student, you have access to Chaminade's library and its resources:

[www.chaminade.edu/library](http://www.chaminade.edu/library)

## Characteristics of a Marianist Education

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith
- Provide an integral quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

Providing an ***integral quality education*** is one of the Marianist characteristics which is also the aim of this course by providing relevant and up-to-date information, challenging students to think critically, and promoting active learning through classroom or online discussions.

One of the main projects includes working as a team to develop a new product idea and a marketing plan to launch the product. The product idea needs to be something that can be developed commercially while solving a social need. By addressing a "social problem" it encourages you to think in the spirit of **service and social justice** and incorporating these principles into a business idea that can provide social value in the community and/or society overall.

Finally, my role as a professor is aligned with the Marianist characteristic of ***educating in family spirit***: I care about each student as part of the Chaminade family and I am not only there to support your educational journey in this course, but I am available to provide guidance and support in other areas you may need... be in their career or life skill development.

## Instructor Background Information

Wera Panow-Loui has over 20 years of marketing management and product development experience in the corporate, non-profit, and small business sector. She has held marketing leadership positions at top Hawaii companies, including Aston Hotels and Resorts, Sprint, and Aloha Petroleum, where she was responsible for developing marketing strategies, strategic partnerships, and implemented new product launches, branding, PR and advertising campaigns, promotions and website development projects.

Wera is principal of her business and marketing consulting firm and is passionate about helping organizations, big or small, achieve their goals. She finds it highly rewarding when

she can utilize her marketing expertise to make a difference inside and outside the classroom.

Originally from Germany, Wera lives with her family in Honolulu, Hawaii. She travels back to her roots regularly every year.

### Syllabus Modification

The syllabus is only a plan. The instructor may modify the plan during the course. The requirements of the course may be altered from those appearing in the syllabus.

### Course Schedule and Topics

WEEKS	TOPICS	ASSIGNMENTS and due dates
Wk 1 Aug 24	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Marketing overview and insights</li> <li>• <b>Syllabus Review and Quiz</b></li> </ul>	<b>Chapter 1</b> Assignments, Due Dates and any handouts will be posted in Canvas
Wk 2 Aug 31	<ul style="list-style-type: none"> <li>• Marketing Environment and Value Proposition</li> <li>• Marketing Plan Project Review and Team creation</li> <li>• “Connect the Dots” example</li> <li>• <b>Topic Quiz</b></li> </ul>	<b>Chapter 2</b> Assignments, Due Dates and any handouts will be posted in Canvas
Wk 3 Sept 7 <b>Labor Day Sept 7</b>	<ul style="list-style-type: none"> <li>• Marketing Environment</li> <li>• Consumer Behavior</li> <li>• <b>Pitch Marketing Plan Project</b></li> </ul>	<b>Chapter 3</b> Assignments, Due Dates and any handouts will be posted in Canva
Wk 4 Sept 14	<ul style="list-style-type: none"> <li>• Consumer Behavior</li> <li>• <b>Topic Quiz</b></li> </ul>	Assignments, Due Dates and any handouts will be posted in Canvas
Wk 5 Sept 21	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Segmentation, Targeting, Positioning</li> </ul>	<b>Chapter 4, 5</b> Assignments, Due Dates and any handouts will be posted in Canvas
Wk 6 Sept 28	<ul style="list-style-type: none"> <li>• Segmentation, Targeting</li> <li>• <b>Positioning Presentations</b></li> <li>• <b>Topic Quiz</b></li> </ul>	<b>Chapter 5</b> Assignments, Due Dates and any handouts will be posted in Canvas
Wk 7 Oct 5	<ul style="list-style-type: none"> <li>• Marketing Research</li> </ul>	<b>Chapter 10</b> Assignments, Due Dates and any handouts will be posted in Canvas
Wk 8 Oct 12 <b>Oct 12 Discovery ‘s Day Holiday</b>	<ul style="list-style-type: none"> <li>• Value Creation/ Offering</li> </ul> <b>1<sup>st</sup> P: Product &amp; Brand</b>	<b>Chapter 6, 7</b> Assignments, Due Dates and any handouts will be posted in Canvas

WEEKS	TOPICS	ASSIGNMENTS and due dates
Wk 9 Oct 19	<ul style="list-style-type: none"> <li>• Value Creation/Offering continued</li> <li><b>1<sup>st</sup> P:</b> Product &amp; Brand</li> <li>• Value Capture</li> <li><b>2<sup>nd</sup> P:</b> Price</li> <li>• <b>Topic Quiz</b></li> </ul>	<p><b>Chapter 6, 7</b> Assignments, Due Dates and any handouts will be posted in Canvas</p> <p><b>Chapter 15</b></p>
Wk 10 Oct 26	<ul style="list-style-type: none"> <li>• Value Capture</li> <li><b>2<sup>nd</sup> P:</b> Price</li> <li>• Value Delivery / Marketing Channels</li> <li><b>3<sup>rd</sup> P:</b> Place</li> </ul>	<p><b>Chapter 15</b> Assignments, Due Dates and any handouts will be posted in Canvas</p> <p><b>Chapter 8.2</b></p>
Wk 11 Nov 2	<ul style="list-style-type: none"> <li>• Value Delivery</li> <li><b>3<sup>rd</sup> P:</b> Place</li> <li>• Value Communication and Selling</li> <li><b>4<sup>th</sup> P:</b> Promotion (IMC)</li> <li>• <b>Topic Quiz</b></li> </ul>	<p>Assignments, Due Dates and any handouts will be posted in Canvas</p> <p><b>Chapters 11-13</b></p>
Wk 12 Nov 9  <b>Veteran's Day Nov 11</b>	<p>Value Communication and Selling</p> <p><b>4<sup>th</sup> P:</b> Promotion (IMC)</p>	<p><b>Chapters 11-13</b> Assignments, Due Dates and any handouts will be posted in Canvas</p>
Wk 13 Nov 16	<ul style="list-style-type: none"> <li>• <b>Marketing Plan presentations</b></li> <li>• Review</li> </ul>	
Wk 14 Nov 23	<b>FINAL</b>	