

Chaminade University MBA Program

MBA 612: Managerial Marketing

Course Schedule

Quarter: Fall 2020 – October 5,2020 - December 12, 2020

Course location and time: TBD, Tuesdays 5:45-9:45pm

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 Description

Employs a case study approach for applying marketing principles to marketing management and strategy. Quantitative and qualitative approaches involve situation analysis, market analysis and targeting, strategic applications, and marketing planning. *Prerequisite: none.*

Associated Program Learning Outcome

Demonstrate an understanding of the process of value creation by an organization and the ability to use concepts and processes of marketing and management to develop competitive advantage in specified business environments.

Course Learning Outcomes

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

- understanding of the role of marketing as an integral business function as well as its contribution to society
- the ability to apply marketing principles by utilizing analytical skills to business situations
- the ability to develop a general marketing plan for a new product
- understanding of the evolution of the field and practice of marketing, and how new influences, such as digital marketing, are shaping the way businesses create value and communicate with their customers
- understanding of how to utilize the marketing framework in making important decisions as part of the strategic marketing planning process
- understanding of current issues in marketing strategy and implementation via case studies

Course Materials

- Required course text for this course:
- **Grewal/Levy, Marketing, 7e. 2020**
- ISBN: 978-1260428254

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 (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 3-4 days
- Assignments: 4-5 days
- Cases /Quizzes/Exams: 1-2 weeks

In addition, there will be **1 individual required progress meeting** 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.

ONLINE interaction
<ul style="list-style-type: none">• Weekly Assigned Discussion Posts• Online Marketing Plan interaction on your Canvas team page• Weekly General Discussion Post• Team project work

IN CLASS interaction
<ul style="list-style-type: none">• Weekly in-class discussions with Q&A and expressing opinions• In-class interactive learning assignments• Team project work

1. Required Reading:

Weekly readings of the chapters from your textbook as indicated in Canvas and the assignment section below. 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.

2. Business Practice Assignment Discussion Post

Illustrate one of the topics discussed that week using a current example from the business world. You will be either required to **find an article on your own** from one of the relevant business publications (*i.e. Wall Street Journal, Harvard Business Review, Business Week, Forbes, Economist, Marketing News, Inc., etc*), or I will provide an article or related questions for that week. Instructions regarding the discussion post will be provided on Canvas.

3. Peer Discussion Posts:

Each student is required to comment on at least one (1) of the shared examples by their peers. Discussion posts count towards your class participation points.

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.

4. Progress Meeting

This assignment involves scheduling 1 progress meeting 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 Period : Nov. 3-18**

5. Chapter presentations

This assignment involves student presentations on a selected section of a chapter. When students are required to “teach” a subject, learning is enriched. In addition, you will have the opportunity to practice summarizing topics, creating effective ppts, and presenting online.

6. Quizzes/ Cases

There will be 2 quizzes and 2 cases. Due dates will be posted on Canvas.

- (1) Cases.** Two Marketing Strategy Cases will be assigned in this course. These cases facilitate analyzing practical marketing situations; groups will be expected to analyze them critically, and develop solutions consistent with the analysis. Each group is expected to analyze the case and provide a short report for every case. The report should be about 4-5 typed pages (double spaced, Times New Roman, font size 12) and answer the discussion questions that will be provided for each case. Due dates will be posted on Canvas.
- (2) Quizzes:** There will be 2 quizzes during the semester and will include essay, M/C and T/F questions.

7. Participation

General Online Discussion and /or in-classroom

8. Marketing Plan: (Group Project)

Developing the ability to write a professional marketing plan is a core objective of this course, hence this project is heavily weighted as part of your final grade. Each group is responsible for writing and presenting a marketing plan for a new product launch. You will form a group of 4 students. **Refer to the *Marketing Plan Guide* uploaded in the Canvas folder for requirements and due dates.**

Time Commitment

To be successful in this MBA612 course, you should plan on scheduling 12 to 15 hours per week to successfully participate and achieve the course objectives.

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

9 Business practice examples and discussion posts		-45 pts
- 3pts for each example		
- 2 pt for peer comment		
2 Business Cases @	10pts each	- 20pts
1chapter presentation		- 10pts
2 Quizzes @ 10 pts each		- 20 pts
Marketing Plan		- 30pts
Marketing Plan presentation		- 15pts
Participation (see description above)		- 5pts
Progress Meeting		- 5pts
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TOTAL		150 pts

A – 135-150 pts

B – 120 – 134

C - 105 and below

PLEASE NOTE:

All written work will be graded on the basis of: **1)** the depth/robustness of the effort put forth, **2)** your competency in applying, appropriately, concepts/models/jargon, and **3)** the logic, clarity and creativity with which you express your ideas.

Due dates and late submissions: Please submit your work on the due dates indicated in Canvas. If you cannot meet the deadline, you need to notify BEFORE the deadline. Otherwise, 10% will be deducted from the total assignment points for each day an assignment is late.

Teamwork: Group work will be grades through a peer review process.

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
- Having a reviewer make extensive revisions to an assignment
- Copying work submitted by another student to a public class meeting
- Using information from online information services without proper citation

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.

Resources

Library

As a Chaminade student, you have access to Chaminade’s library and its resources: www.chaminade.edu/library

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. Further, the plan contains criteria by which the student's progress and performance in the course will be measured. These criteria may also change.

Schedule and Topics – for Assignments and due dates see Canvas

WEEKS	TOPICS
Wk 1 Oct 5 –11	Introductions Syllabus overview Marketing overview and insights
Wk 2 Oct 12-18	Digital Marketing, Conscious Marketing, Analyzing the marketing environment
Wk 3 Oct 19-25	Consumer Behavior, B2B,
Wk 4 Oct. 26 -Nov 1	Market Research, Segmentation, Targeting, Positioning
Wk 5 Nov 2- 8	Value Creation 1 st P: Product & Brand (vs Services)
Wk 6 Nov 9 - 15	Value Capture 2 nd P: Price
Wk 7 Nov 16 - 22	Value Delivery 3 rd P: Place
Wk 8 Nov 23- 29	Value Communication 4 th P: Promotion
Wk 9 Nov. 30 -Dec 6	Value Communication 4 th P: Promotion/Sales
Wk 10 Dec. 7- 13	Course wrap up Marketing Plan presentations