

Chaminade University Day Undergraduate Program

MKT / COM 440: Marketing Strategy

Course Schedule

Quarter:	Spring 2021 - Feb 1 – May 5, 2021
Course location and time	T / TH: 11:30 – 12:50pm, Kieffer 10

Instructor Contact Information

Course Instructor:	Wera Panow-Loui
Phone:	(808) 282-1100
E-Mail:	Utilize the “Inbox” via the Canvas dashboard
Administrative Assistant Phone:	(808) 440-4280
Office Location / Hours:	Kieffer 25, by appointment

Course Description:

This capstone course addresses the organization and coordination of the total marketing program including the marketing mix elements, market research, market segmentation and positioning in a case analysis format. The student will understand the interrelationships among all the elements of marketing critical to strategic decision-making. The emphasis will be on the kinds of decisions, tools to aid decision making, and the process of decision making needed to produce plans that get results. The first half of the course will cover the content of strategic planning and the second half of the course will involve applying that content to real world case studies.

Course Learning Outcomes

Students will demonstrate the ability to analyze real marketing situations holistically, diagnose problems, propose and defend marketing plans in both written and oral format, both individually and in team efforts.

When you successfully complete this course, you will demonstrate an understanding of:

- the purpose and terminology of marketing strategy
- the content of a strategic marketing plan

- the variety of simplifying frameworks that are used to conceptualize aspects of the strategic decision-making process
- how marketing is related to the other functional areas of business in strategic planning
- how to formulate alternative approaches to strategic issues and to provide the pros and cons of each
- common strategic marketing mistakes
- how to analyze a business situation and develop a marketing strategy to address the business goal

Course Materials

- Marketing Mistakes, Robert F. Hartley, Cindy Claycomb, John Wiley, 12th edition
- Additional reading materials and ppts supplied by the instructor

Instructional Methods and Email Communication

Depending on the COVID 19 situation, instruction will be delivered either in a hybrid environment (online and on-ground) or online only. **Canvas** will be utilized in both instructional formats. 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

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.

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.

Active Learning, Participation, and Assignments

Real understanding is a case of active learning on the part of the learner. Active learning occurs through engagement in problem posing as well as problem solving, and student empowerment to think and learn for themselves.

In this course, you will be asked to become actively involved in the learning process allowing you the opportunity to participate in the creation of knowledge.

Hence....

To be successful in this course, your participation is required in all online discussions, assignments, and group activities, sharing of opinions and Q&A sessions.

Assignments

1. Weekly Discussion Posts and/or Quizzes (5pts each)

There will be weekly online discussion posts and/or quizzes regarding a topic covered that week. Please refer to Canvas for due dates.

2. Comments on Peer's posts (1pt each)

In order to encourage discussion and interaction among students, you are required to comment on at least 1 of your peers' posts (any discussion, article etc). A minimum of 15 posts are required.

PLEASE NOTE:

All written work (including DP and Peers' comments) 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.

3. "Where are they Now" update (10pts)

For this assignment, you will **pair up with a partner** and prepare a one page update on the various companies we will be studying in class. You should consult the popular business literature (The Wall Street Journal, Business Week, Fortune, Forbes, The New York Times) to find out what has happened to the companies since the case studies were written.

Finding a "strategic fit" is a never-ending process and so it is quite interesting to monitor how companies are constantly having to adjust their strategies to stay competitive. This assignment will be evaluated on the basis of the integrity of the sources you consult (be sure to cite your sources), your ability to apply what you are learning to understand **why the company is where it is now**, and the clarity with which you express your ideas, including spelling, grammar and organization.

One group will be chosen randomly to communicate your combined understanding in our Zoom sessions. Since we are not using a traditional textbook in this class, such an exercise will promote ferreting out the big ideas and marketing strategies central to effective marketing.

4. Analysis and Marketing Strategy recommendation (25pts)

This is a group project. This assignment provides you with an opportunity to apply what you are learning in this course, including analyzing a real marketing situation of a business and formulating a strategy to improve the competitive standing of the company.

5. Progress Meetings: (5pts)

This assignment involves scheduling 1 progress meetings with me, so that together we can discuss your work in the class and any questions you may have. **It is your responsibility to set up these meetings.**

6. Article Post (5pts)

This assignment involves finding 1 article in the business press that you can connect to the material discussed in class. You will post the article on Canvas and briefly explain the connection you found relevant with the material covered in class.

Required Reading:

Weekly readings of the chapters from the textbook and additional readings / handouts as indicated.

Final Exam:

There will be one final exam comprised of multiple choice / essay and possible article excerpts to test how well you can make connections between specific concepts and theories you have learned about and the situation described in the articles.

Course Schedule and Topics

WEEKS	TOPICS	ASSIGNMENTS and due dates
Wk 1 - Feb 1	Introductions Course Overview, Marketing Concepts	Weekly assignments will be posted on Canvas.
Wk 2 - Feb 8	Marketing Concepts, Framework Marketing Strategy	Weekly assignments will be posted on Canvas.
Wk 3 - Feb 15	Continued Situation Analysis Market Analysis, Competitive Analysis	Weekly assignments will be posted on Canvas.
Wk 4 - Feb 22	Continued Situation Analysis Market Analysis, Competitive Analysis	Weekly assignments will be posted on Canvas.

Wk 5 – March 1	Segmentation, Targeting, Positioning	Weekly assignments will be posted on Canvas.
Wk 6 – March 8	Offensive and Defensive Marketing Strategy MM: Marketing Wars, Coca Cola vs Pepsi	Weekly assignments will be posted on Canvas.
Wk 7 – March 15	Marketing Strategies for New, Growth and Mature markets MM: Rebirth McDonalds	Weekly assignments will be posted on Canvas.
Wk 8 – March 22	MM: Entrepreneurial Adventures, Google	Weekly assignments will be posted on Canvas.
Wk 9 -March 29	MM: Entrepreneurial Adventures, Starbucks	Google -“Where are they now” due
Wk 10 – April 5	MM :Marketing Success, Nike	“Starbucks -Where are they now” due
Wk 11 – April 12	MM :Marketing Mistakes, United Way	Nike - “Where are they now” due
Wk 12 – April 19	MM: Ethical Mistakes, Met Life	United Way – “Where are they now” due
Wk 13 - April 26	Recap Marketing Strategy presentations	Met Life- “Where are they now” due
Wk 14 – May 3	Final Exam Week	

Time Commitment and Participation

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.

Assessment and Grading

Assignment	Points
Weekly DP and / or Quizzes (13x5pts)	65
15 Peer comments (15 x1pt)	15
1 Article Post	5
Progress Meeting	5
5 “Where are they now” write-up (5 X10)	50
Analysis and Marketing Strategy recommendation	25
Final exam	25
TOTAL POSSIBLE POINTS	190

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

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.

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.

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 be changed.