

Chaminade University Day Undergraduate Program

MKT / COM 440: Marketing Strategy

Course Schedule

Quarter: Spring 2023 - Jan 9 – May 5, 2023
Course location and time T / TH: 11:30 – 12:50pm, Kieffer 31

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 24, by appointment

I am available to answer questions and provide any assistance as needed. In urgent matters, please feel free to text or call me on my cell (808) 282-1100

Program Learning Outcomes (PLO)

Upon completion of the business program, students will be able to

1. Communicate effectively regarding business related tasks, in both oral and written modes
2. Select and use the appropriate quantitative tools for decision-making
3. Undertake analysis, perform tasks, and develop strategies using the central concepts of each functional area of business
4. Assess and create business strategy appropriate for organizations in specified business environments, including global and domestic markets
5. Use business skills to promote service, justice and peace within community organizations

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.

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school

Course Overview:

This capstone course focuses on strategically analyzing and solving marketing problems from a decision makers' perspective. The student will understand the interrelationships among all the elements of marketing critical to strategic decision-making, including the value proposition, marketing mix, market research, market segmentation, and positioning, and ethical consideration. Some critical success factors for business leaders include framing the business issue or problem (frameworks), outlining the steps for solving problems (processes), collecting data and applying analysis tools to inform problems (data collection and analyses), and based on the information to make choices (decisions). Thus, the overall objective of the readings, lectures, in-class exercises, assignments, and cases will focus on these critical success factors.

The first half of the course will cover frameworks and concepts of strategic planning and the second half of the course will involve applying that content to real world case studies.

Course Learning Outcomes

After completing this course students will be able to

1. describe the frameworks that are used to conceptualize aspects of the strategic decision-making process
2. explain how the discipline of marketing is intertwined with other functional areas of business in strategic planning and its role in achieving business goals and social good
3. demonstrate the ability to take an integrated approach to strategic marketing management and analyze real marketing situations holistically, diagnose problems, including ethical consideration
4. apply strategic marketing concepts to address business goals and contribute positively to society

Alignment of Learning Outcomes

	CLO 1	CLO 2	CLO 3	CLO 4
Marianist Values	2,3	2,3, 5	2,3	2, 3,4
Program Learning Outcomes	1, 2	1, 3,4,5	3,4,5	2, 3,4,5

Native Hawaiian Values	2,5	2, 5	2,3, 4,5	2, 4,5
------------------------	-----	------	----------	--------

Course Materials

- **Marketing Mistakes**, Robert F. Hartley, Cindy Claycomb, John Wiley, **12th edition**
- **Strategic Marketing Management**, Syed H. Akhter and Barney Pacheco, **4th edition**

Additional reading materials and slides supplied by the instructor

Instructional Methods and Email Communication

Canvas will be utilized 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

RESOURCES

Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

Library

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

Grading Scale

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- A Outstanding scholarship and an unusual degree of intellectual initiative
- B Superior work done in a consistent and intellectual manner
- C Average grade indicating a competent grasp of subject matter

Assessment:

Descriptions of all assignments along with scoring rubrics are available on the course Canvas page. Letter grades for the course will be determined by the following formula:

Assignment	% of grade
In-class Assignments & Participation	10 %
Progress Meetings	5%
DP and / or Quizzes	20%
Business Case Reading Summaries	10 %
Business Case Discussion Analysis	20%
"Where are they now" Updates	5%
Analysis and Marketing Strategy recommendation paper	15%
Final exam	15%

Grades of "Incomplete"

If students are unable to complete the course due to circumstances beyond their control, the instructor will consider offering a grade of "incomplete". This will provide the student with 90 days beyond the end of the term to complete all outstanding course requirements. Please note that a grade of "incomplete" must be discussed with the instructor before the end of the term. If a student does not contact the instructor by the end of the term to discuss the possibility of an incomplete, they will be awarded the grade they have earned to that point.

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

Participation and Assignments

Specific instructions and requirements of assignments will be posted in Canvas. Make sure to check the Course Resource Module.

1. Class participation

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

To be successful in this course, **your participation is required** in class, specifically:

- contribution to discussions
- engaging in in-class exercises,
- asking insightful questions
- offering applicable work experience or business news examples

2. Business Cases discussion and write-ups

We will be covering business cases throughout the course. I will facilitate the in-class discussions. You need to have read the case and come prepared to participate. A write- up of a ½ page summary will be due the day of discussion, and a second write-up will be due the next class meeting. Specific instructions and requirements are posted in Canvas.

3. “Where are they Now” update

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. Updates will be submitted and also shared in class.

Specific instructions and requirements are posted in Canvas.

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. 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.

6. Progress Meetings:

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.**

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.

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 Conduct Policy

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook which is linked annually on the following webpage:
<https://chaminade.edu/current-students/>

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.

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.

Course Schedule and Topics

WEEKS	TOPICS
Wk 1 -	Introductions, Course Overview, Strategic Marketing Concepts Ch.#1, 2
Wk 2	Framework Marketing Strategy, Consumer Analysis Ch#2, 3
Wk 3	External Market Analysis - Competition, Environmental Ch #4,5
Wk 4	External Market Analysis - Competition, Environmental Ch #4,5 MM Case # 1 - Coke vs Pepsi
Wk 5	Internal Analysis Ch# 6
Wk 6	STP Ch # 7
Wk 7	Marketing Mix Strategies Ch #8
Wk 8	Marketing Mix Strategies Ch #8 MM Case #2 Nike
Wk 9	Marketing Strategies for New, Growth and Mature Markets, Ch #9

Wk 10	Marketing Strategies for New, Growth and Mature Markets, Ch #9 MM Case #3 Google
Wk 11	Offensive and Defensive Marketing Strategy MM Case #4
Wk 12	Local, Regional, Global Marketing Mgtm, Ch# 10 MM Case #5
Wk 13	MM Case #6
	Strategic marketing mgt and Ethics Ch # 12
Wk 14	Strategic marketing mgt and Ethics Ch # 12 MM Case #7
Wk 15	Recap Marketing Strategy presentations
	FINAL EXAM