

# Chaminade University Day Undergraduate Program

## MKT 436: Global Marketing

### Course Schedule

Quarter:	Spring 2023
Course location and time	M / W / F : 10:30am – 11:20am, Kieffer 31

### Instructor Contact Information

Course Instructor:	Wera Panow-Loui
E-Mail:	<b>Preferred:</b> Utilize the “Inbox” via the Canvas dashboard Secondary: wera.panow-loui@chaminade.edu
Cell Phone:	(808) 282-1100
Office Hours / Location:	by appointment / Kieffer 24

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

## Course Overview:

This course revisits what you have learned about basic marketing principles, considering now the context of the global marketplace rather than domestic markets. The big issues and controversies surrounding global marketing will be discussed, as well as the "adjustments" that need to be made to the basic marketing tools, methods, and approaches to accommodate the expanded scope of serving global markets. Special attention is given to an understanding of cultural differences and how they affect marketing decision making.

## Course Learning Outcomes

This course requires that you apply your existing knowledge of marketing to the new challenges presented by a global marketplace. Hence, making sure that your understanding of the principles of marketing is solid is a prerequisite for understanding the marketing function in a global setting.

Specifically, after completing this course students will be able to

1. recognize and apply the 4P's in a global environment
2. identify the major issues and controversies surrounding global marketing
3. identify the forces in the global macroenvironment that shape global marketing
4. demonstrate an understanding of the cultural element in business and consumer behavior around the globe
5. analyze actual global marketing situations and develop logical and compelling analyses/critiques of marketing strategies

## Alignment of Learning Outcomes

	<b>CLO 1</b>	<b>CLO 2</b>	<b>CLO 3</b>	<b>CLO 4</b>	<b>CLO 5</b>
<b>Marianist Values</b>	<b>2,3</b>	<b>2,3, 5</b>	<b>2,3</b>	<b>2, 3,4</b>	<b>2,4,5</b>
<b>Program Learning Outcomes</b>	<b>1-5</b>	<b>1, 3,,5</b>	<b>1,3</b>	<b>1</b>	<b>1-5</b>

## Course Material

**International Marketing**, 18<sup>th</sup> ed, Philip Cateora

ISBN 978-1-259-71235-7 (bound edition)

ISBN 978-1-260-66553-6 (loose-leaf edition)

**Handouts** from various sources

## 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](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

## 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](mailto:tutoring@chaminade.edu) or 808-739-8305.

### [Library](#)

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

## 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.

## 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
Participation, Progress meeting	10%
Quizzes and DP	10%
Global Marketing Application analysis (4),	5% each
Chapter presentation	5%
Article presentation	5%
Group presentation	5%
Culture Study	15%
Global Brand project	15%
Final Exam	15 %

## 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
- Quizzes/Exams: 1-2 weeks

## 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.

### Assignments

Throughout the course, there will be In-Class Exercises and Assignments based on the lecture topics.

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

#### 1. Discussion Post and/or Quizzes

There will be online discussion posts and/or quizzes regarding a topic covered that week.

2. **Article Assignments:** You will be asked to find an article in a current periodical (described as no more than one-year old) on ***an assigned topic with international application***. Your task is to read the article and summarize it, tying it into the assigned international / global marketing topics. You *may* be asked to give a brief report on the article during class.

3. **Chapter Presentations:** (Team of 2) This assignment involves presenting on a chapter from your text. 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.

4. **Group Presentation:** This assignment involves a group presentation as a whole class on a marketing related topic.

5. **Culture Study:** (Week 8-9, Team of 2) Working in pairs, this assignment involves choosing a culture to study **in depth** (other than your native culture) and reporting your findings both in a written report and in an oral presentation to the class. **Your research should consider a wide range of characteristics of the chosen culture that would be of interest to a marketer considering doing business in the culture.** You will be considering such characteristics as cultural rituals, values, spirituality, language, perceptions, etc. The aspects of culture you will want to study will become clearer to you when you read the text and other materials.

6. **Required Reading:** Weekly readings of the chapters from your textbook as indicated and the assignment sections in Canvas.

7. **Progress Meeting:** 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: March 9 - 18**

8. **Global Brand Project:** This assignment involves choosing a popular global brand and developing a case study of what has been this brand's experience in the global marketplace. The point is to research both the successes and the struggles the brand has had in expanding from the domestic to the global arena. You should consider basic marketing practices (segmentation and targeting, positioning, marketing mix, market research...) to organize the information you gather about your chosen brand. Your report should include a section where you put yourself in the role of consultant to the brand and provide at least three specific actions that should be taken the next six months to market the brand globally.

9. **Global Marketing Application Cases (5)**

You will be provided with a real world example of a global marketing situation which you will analyze using the concepts you are learning about culture and marketing across cultures.

**Exams:**

1 mid-term quiz, and 1 final exam

**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.

**Characteristics of a Marianist Education**

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

1. Educate for formation in faith
2. Provide an integral quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. 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.

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.

### **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.

## Course Schedule

WEEKS		TOPICS
Wk 1		<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Essence of marketing</li> <li>• Globalization, Intl' Marketing vs Domestic Marketing</li> </ul>
Wk 2		<ul style="list-style-type: none"> <li>• External / Internal Environment</li> <li>• Controllables and Uncontrollables</li> <li>• SRC; Stages Intl' Marketing</li> </ul>
Wk 3		<ul style="list-style-type: none"> <li>• Cultural Environment and Dimensions</li> <li>•</li> </ul>
Wk 4		<ul style="list-style-type: none"> <li>• Cultural Environment and Dimensions</li> </ul>
Wk 5		<ul style="list-style-type: none"> <li>• Political and Legal Environment</li> </ul>
Wk 6		<ul style="list-style-type: none"> <li>• Assessing Global Market Opportunities</li> </ul> <p>- Marketing Research</p>
Wk 7		<ul style="list-style-type: none"> <li>• Assessing Global Market Opportunities</li> </ul> <p>- Economic Development</p>
Wk 8		<p><b>CULTURE STUDY PRESENTATIONS</b> Global Marketing Management</p>
Wk 9		<p>Global Marketing Management</p> <ul style="list-style-type: none"> <li>• Marketing Mix: Product for consumers and business</li> </ul>
Wk 10		<p>Marketing Mix: Product for consumers and business</p>

<b>Wk 11</b>		Marketing Mix: Price, Place
<b>Wk 12</b>		Marketing Mix: IMC
<b>Wk 13</b>		Marketing Mix: personal selling; inventive negotiations
<b>Wk 14</b>		<b>BRAND PROJECT PRESENTATIONS</b>

## **FINALS WEEK**

### **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.