



Chaminade
University
OF HONOLULU

Chaminade University Honolulu
3140 Waialae Avenue - Honolulu, HI 96816

Course Number: MBA 612

Course Title: Managerial Marketing

College/School/Division Name: School of Business and Communication

Term: Spring 2023

Course Credits: 3

Class Location: online

Course Website Address (Canvas): Canvas

Instructor Name: Wera Panow-Loui

Email: Utilize the "Inbox" via the Canvas dashboard

Secondary: wera.panow-loui@chaminade.edu

Phone: 808.739.4608 / Cell: 808. 282-1100

Office Location: Kieffer 24

Office Hours: by appointment

University Course Catalog 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.

Course Overview

MBA 612 is the core marketing course designed to introduce MBA students to the theory and practice of marketing management, and to integrate the knowledge from various marketing sub-fields, including consumer behavior, marketing research, and channels of distribution. This class will focus on managerial decision making and developing participants' skills to manage marketing activities at the strategic and tactical level. Through a simulation, students will learn and practice effective marketing strategy development, marketing planning and implementation of marketing mix decisions. To achieve its objectives, this course will follow a four stage learning approach including: (1) comprehensively reviewing and analyzing all aspects of marketing management, (2) learning tools for marketing problem analysis, (3) learning to apply core marketing concepts, theories, and frameworks (through business cases), and (4) using simulation to apply marketing management concepts in managerial decision making.

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education 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

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 Learning Outcomes (CLO)

At the conclusion of this course, successful students will be able to

- Explain the role of marketing and its functional areas as an integral business function, its importance to strategic planning, and its contribution to society
- Apply the marketing framework and principles to business situations and decision-making
- Formulate marketing strategies that incorporate an understanding and analysis of customers, company operations, the business environment, and the 4Ps via a marketing simulation
- Demonstrate an understanding of current issues in marketing strategy and implementation via case studies

Alignment of Learning Outcomes

	CLO 1	CLO 2	CLO 3	CLO 4
Marianist Values	2,3	2,3, 5	2,3	2, 3,5

Required Learning Materials

1. **Grewal/Levy, Marketing, 8e. + Connect Access Code.**
 - a. Connect Access Card for Marketing (includes Ebook) -ISBN 9781264155798
 - b. COMBO LOOSE LEAF MARKETING; CONNECT ACCESS CARD ISBN 9781264849802

Canvas and Connect Registration [Tutorial](#)

2. Additional reading materials supplied by the instructor

Hardware Requirements: Canvas is accessible from both PC and Mac computers with a reliable internet connection. You will also need to be able to access audio and video files. Subsequently, you should have access to speakers or headphones that allow you to hear the audio.

Software Requirements: You will need to have some ability to listen to audio in an mp3 format, watch videos in mp4 format, stream online videos, and read .pdf files. There are a number of free software online that can be downloaded for free. If you need assistance with locating software please feel free to contact the Chaminade Help Desk at helpdesk@chaminade.edu or (808) 735-4855.

Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in [Canvas Students](#)
- Canvas and Connect Registration [Tutorial](#)
- [Live chat with Canvas Support for students](#)
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video to get you started](#)
- [Online tutorials](#): click on “Students” role to access tutorials
- Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu or call (808) 735-4855

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.

Assignments: ***(Detail instructions for all assignments are listed in Canvas under Course Resources)***

1. Weekly Discussion Posts/Quizzes/Application Based Activities

There will be discussion posts and/or quizzes, and Application Based Activities regarding topics covered that week. Details and due dates will be posted in Canvas.

2. **Connect The Dots Article Presentations (1 each per student)**

Find an article in a current business periodical (within the last 2 months) on ***a topic covered in your chapters or discussed in class*** Your task is to read the article, **connect and apply the concepts** you have learned about and submit a video highlighting the key concepts in a slide presentation and how they relate to the class material. See Canvas Course Resources for details.

3. **Key Take-Aways Course Journal**

Each week note your top 2 key take-aways (could be from the chapters and /or discussions) and 2 “tools” you learned about that you can apply to your work or personal life.

Key take-aways can be concepts/ideas/learnings you found relevant and/or interesting.

Tools can be concepts and frameworks you can add to your toolbox when making business decisions.

At the end of the course, submit a reflection paper including all your weekly key take-aways/tools and their application with a final statement of your experience and what you found valuable overall in this course.

4. Business Cases

Some cases will be discussed via a forum or an individual submission is required. Detailed instructions are posted in Canvas.

5. Progress meetings

This assignment involves scheduling 1 progress meeting (via Zoom) 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. Meeting Timeframe: 5/10 - 5/20**

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

D Inferior work of the lowest passing grade, not satisfactory for fulfillment of prerequisite course work

F Failed to grasp the minimum subject matter; no credit given

Grading	% of grade
DP, Quizzes or ABAs	30
4 Cases	25
1 Article Presentation	10
Progress Meeting	5
Course Journal	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 and Student Communication

You can email me via Canvas Email. In urgent matters, you can call or text me at (808) 282-1100. I am available to answer questions and provide any assistance needed. Zoom or in-person meetings can be arranged.

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua ‘Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua ‘Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10 week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

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

WEEKS	TOPICS
Wk 1	Introductions Marketing overview and insights
Wk 2	Assessing the marketplace
Wk 3	Understanding the marketplace
Wk 4	Understanding the marketplace
Wk 5	Segmentation, Targeting, Positioning Value Creation - 1 st P: Product & Brand
Wk 6	Value Creation - 1 st P: Product
Wk 7	Value Capture - 2 nd P: Price
Wk 8	Value Delivery - 3 rd P: Place
Wk 9	Value Communication - 4 th P: Promotion
Wk 10	Final Exam, Course wrap up and reflection