

Chaminade University MBA Program

MBA 612: Managerial Marketing

Course Schedule

Quarter: Online, Spring 2023
Course location and time zone: Online, Time Zone: HST

Instructor Contact Information

Course Instructor: Wera Panow-Loui
E-Mail: **Preferred:** utilize the email feature via the Canvas dashboard
Secondary: wera.panow-loui@chaminade.edu
Cell phone: (808) 282-1100
Office Phone: (808) 739-4608

Instructor Availability

I am available to answer course related questions and offer any assistance needed. Since this is an online class, the preferred method of contact is via email. I will respond to email inquiries posted in the Canvas Inbox between Monday-Friday (HST) within a 24-hour period. I am also available to schedule zoom meetings when needed.

If there is an urgent question or issue, feel free to text me at (808) 282-1100.

Course Description

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 taking into consideration the process of value creation by utilizing the marketing mix to develop a competitive advantage.

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.

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
- understanding of the evolution of the field and practice of marketing, and how new influences, such digital marketing, are shaping the way businesses create value and communicate with their customers
- apply the marketing framework in making important decisions as part of the strategic marketing planning process
- demonstrate an understanding of current issues in marketing strategy and implementation via case studies

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'eu (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eu 364) May I live by God

2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo 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 ('Ōlelo 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 ('Ōlelo 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 ('Ōlelo No'eau 203) All knowledge is not taught in the same school

Alignment of Learning Outcomes

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

Course Materials

1. **Grewal/Levy, Marketing, 8e. + Connect Access Code.**
 - Connect Access Card for Marketing (includes Ebook) -ISBN 9781264155798
 - COMBO LOOSE LEAF MARKETING; CONNECT ACCESS CARD ISBN 9781264849802
2. **Interpretive Business Case Simulations , PharmaSim .**
Link: <https://www.interpretive.com/students/>

PharmaSim is a marketing management simulation based on the over-the-counter cold medicine industry. While it focuses on brand management, the issues raised apply to marketers in any industry. In PharmaSim you will learn the importance of understanding customer needs, creating awareness for your products, finding the best distribution model, and deriving an appropriate pricing structure.

Instructional Methods & Communication

- **Active Learning:** To keep the online class more personalized and engaging you will have the opportunity to be **actively involved in the learning process:** Weekly Discussion Posts or Videos are required and will aid in keeping you engaged and connecting theory to practice.

- **Email communication will be conducted via the Canvas Inbox.** Please include your course name and topic in the subject area.
- Course materials, assignments, and announcements will be posted on the course website on Canvas. **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.

Assignments

Your assignments include:

Required reading of chapters and additional material posted by me

- Cases
- Discussion Posts
- Quizzes
- Connect the Dots article sharing (1 per student)
- Group work with simulation case
- Simulation case presentation

All assignments and instructions will be posted on the Canvas course website.

Grading:

All Assignments: 70% Simulation Case: 30%

Letter Grade	Weighted %
A	90 and above
B	80-89
C	70-79
D	60-69
F	Below 59

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.

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.

Technology Requirements and Assistance

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](#)
- [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

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.

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 recommendations 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.

Resources

Library

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

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.

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 – for Assignments see Canvas

Wk 1 Introductions

Marketing overview and insights (Ch 1.2.4)

Wk 2 Assessing the marketplace

-Ch 4 Conscious Marketing

- Ch. 5 Analyzing the marketing environment

Wk 3 Understanding the marketplace

- Ch. 6 Consumer Behavior

- Ch 7 B2B

Wk 4 Understanding the marketplace / STP

- Ch 10 Market Research and Analytics

- Ch 9 STP

Wk 5 Value Creation - 1st P: Product / Service

- Ch 11 Product, Branding, Packaging

- Ch 12 Dev new Products

- Ch 13 Services

Wk 6 Value Capture- 2nd P: Price

- Ch 14 Pricing Concepts

- Ch 15 Strategic Pricing

Wk 7 Value Delivery - 3rd P: Place

Ch. 16 Supply Chain & Channel Mgmt

Ch 17 Retailing and Omnichannel

Wk 8 Value Communication - 4th P: Promotion

Ch 18 Value Communication

Ch. 3 Digital Marketing

Wk 9 Value Communication continued- 4th P: Promotion

Ch 19 Advertising, PR and Sales Promotion

Ch 20 Personal Selling and Sales Management

Wk 10 Global marketing. Course wrap up and reflection

Ch 8 Global marketing