

# Chaminade University Day Undergraduate Program

## MKT 301: Principles of Marketing

### Course Schedule

<b>Quarter:</b>	<b>Spring 2023</b>
<b>Course location and time</b>	Henry 227, T/Th 10am - 11:20am

### Instructor Contact Information and Availability

Course Instructor: Wera Panow-Loui

Administrative Assistant Phone: (808) 440-4280

Mobile Phone: (808) 282-1100

E-Mail: ***Utilize the "Inbox" via the Canvas dashboard***

Secondary: wera.panow-loui@chaminade.edu

Office Hours: by appointment, Office: Kieffer 24

I am available to answer questions and provide any assistance needed – to you individually and your project teams.

### Course Catalog Description:

This introductory class addresses the broad and diverse nature of the marketing function in organizations. The terminology that marketers use is covered, as well as the theories, models and research activities that guide marketing decision-making. The challenge of understanding consumer behavior is included. Finally, various factors and trends in the environment in which marketing occurs are studied, including ethical issues. For the non major, this course provides a solid foundation of marketing concepts that any businessperson should understand. For the marketing major, this class serves as the prerequisite for all other marketing courses, each of which is a more in-depth treatment of the most important aspects of marketing that are introduced in MKT 301.

### **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 Learning Outcomes (CLO)**

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

1. understand the role of marketing as the foundation of business and its role in contributing to social good
2. explain marketing terminology and vocabulary
3. Apply key marketing concepts and the marketing framework: product, price, promotion, and place.
4. understand of how trends in the marketing environment and consumer behavior influence marketing decision making
5. Apply the basic principles of marketing by developing and presenting a marketing plan for a product of their choice

### **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

## 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

## Course Prerequisites

Prerequisites: EN 102, COM 101

## Course Materials

- **Principles of Marketing**, available for free: *(this link will provide you with the option of online reading, downloading a pdf, or reading the eBook)*  
<https://collection.bccampus.ca/textbooks/principles-of-marketing-h5p-edition-bccampus-397/>  
[Principles of Marketing Textbook Link](#)
- **Positioning, the battle for your Mind**. Al Ries and Jack Trout. (available as Kindle and Print version)

## 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**

## Credit Hour Policy:

This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. The following breaks down the credit hours for students enrolled in this course:

- Class Time: 37.5 hours
- Marketing Plan Group project: research, group meetings, writing, presenting: 12 hours
- Chapter and article presentations: reading, prepping: 5 hours
- Quizzes: studying, quiz time: 4 hours
- Mid-term: studying, exam time: 5 hours

Final: studying, exam time: 10 hours

There will be an additional 61.5 hours of work required beyond what is listed here, including but not limited to, course readings, homework assignments, etc., averaging 4.1 hours each week.

## 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)

### **Instructor Communication:**

You may see me after class, or make an appointment at any time. When emailing me, please provide the class title and your full name. Use Canvas email when reaching out. You may expect to receive a reply within 24-hours weekdays, 48-hours weekends.

In urgent situations, you may text me at (808) 282-1100.

In addition, there **will be 1 individual required progress meeting** with me throughout the semester. This is a great opportunity for questions, feedback, and dialogue regarding your progress in class.

### **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

**Attendance:** 10 points total

To be successful in this course, your attendance and participation is required. Attendance records will be tracked in Canvas. **Three or more unexcused absences will result in a point penalty**

**Type of Assignments:** (details for each assignment provided below)

1. Required Reading
2. Assigned Discussion Posts
3. Topic Quizzes
4. Connect the Dots articles/ write-up
5. Exams
6. Progress Meetings
7. Chapter presentations
8. Marketing Plan project
9. Biz in the News Articles

***Specific instructions, requirements and points possible for assignments will be posted in Canvas. Make sure to check the Course Resource Module.***

**1. Required Reading:** Weekly readings of the chapters from your textbook as indicated and the assignment section in Canvas. The ***Learning Objectives*** in the beginning of each chapter are a great way to focus your reading on the main ideas. Additional reading may be assigned and listed on Canvas.

You should have an idea of the topics covered before class, so I suggest you skim the reading assigned BEFORE class. After class, review the reading assignment and the PPTs.

**2. Discussion Posts or Quizzes** There will be online discussion posts or quizzes regarding a topic covered that week. Follow the instructions on Canvas.

**3. Connect the Dots Write-Up :** ( 3 )To enhance your understanding of how to apply marketing concepts to business situations or issues, you will either be provided with an article from the popular business press or asked to research an article on your own. Your task is to absorb what the article says and then “translate” it into terms that apply to the marketing concepts we are discussing.

**5. Exams:** There will be a Mid-Term and Final Exam. This will be a combination of essay, multiple choice and true/false questions from the required reading, as well as possible article excerpts 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 1 progress meeting with me, so that together we can discuss your work in the class. **See Canvas for details on time slots and dates.** 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.**

**7. Chapter Presentation (on Positioning) – Team of 2** Working in pairs, this assignment involves presenting a chapter from the Positioning book by Ries & Trout. 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. **See Google Shared folder for sign up sheet, including specific instructions.**

**8. Marketing Plan: Group Project** (detailed requirements and the outline are posted in Canvas under FILES)

Understanding the components of a marketing plan is a key objective of this course. By creating and presenting a PPT of a working plan by end of the semester you will apply the marketing concepts learned in class to a practical, real-world scenario. This project entails developing a marketing plan for a new product idea with a “social objective and impact” in mind.

Since this is a group project, it will also reinforce the concept of team work – similarly to a working environment where you often need to work with others to complete projects you will collaborate with your peers on developing the product idea, the value proposition, target market, and 4Ps strategies.

**9. Biz in the News Article** Find an article in the business press (see Resource tab in Canvas) related to marketing / business topics and concepts discussed **over the past 2 weeks in class.** Provide a quick overview of the article and your learnings, connecting the marketing concepts and principles sharing in a PPT format. **Sign up sheet will be posted on a Google shared folder.**

**Extra Credit: You have the opportunity to earn bonus points** for a business article analysis at the end of the semester.

### Assessment and Grading Policy

Due dates and points possible for assignments and quizzes are posted under the applicable module in Canvas.

Your overall grade will be calculated based on the total number of points you earn divided by the number of points possible. In this course, letter grades are defined as follows

<b>A (100-90%)</b>	<b>B (89-80%)</b>	<b>C (79-70%)</b>	<b>D (69-60%)</b>	<b>F (59-0%)</b>
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Grades are calculated from the student's assignments, papers, reports and exams. 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

### **Late Work Policy**

You are expected to turn in assignments on the due date. You may request an extension, however you need to **communicate with me**. There will be point penalties for repeated late work without explanation.

Missed exams or quizzes will automatically receive a zero.

### **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

### **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.

### **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.

### **Instructor Background Information**

As a full-time business faculty at Chaminade University, Wera Panow-Loui teaches a wide range of marketing courses both at the undergraduate and graduate level, including: Marketing Principles, Global Marketing, Marketing Strategy, Consumer Research, and Managerial Marketing. She has extensive professional experience in the corporate, non-profit, and small business sectors which provides her students real-world relevance while equipping them with functional business knowledge.

Panow-Loui 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, led product launches and implemented marketing communication campaigns. She regularly provides career advice to students and continues to consult small businesses and start-ups, and 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 and Topics

WEEKS	TOPICS
Wk 1 -	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Marketing overview and insights</li> <li>• <b>Syllabus Review</b></li> </ul>
Wk 2 -	Value Proposition /Marketing Environment / Strategic Planning <ul style="list-style-type: none"> <li>• Marketing Plan Project Review and Team creation</li> <li>• “Connect the Dots” example</li> </ul>
Wk 3 –	<ul style="list-style-type: none"> <li>• Conscious Marketing and Social Responsibility</li> </ul>
Wk 4 –	<ul style="list-style-type: none"> <li>• Consumer Behavior</li> </ul>
Wk 5 –	<ul style="list-style-type: none"> <li>• Consumer Behavior</li> <li>• B2B</li> </ul>
Wk 6 –	<ul style="list-style-type: none"> <li>• Segmentation, Targeting •Positioning</li> </ul>
Wk 7 –	<ul style="list-style-type: none"> <li>• Positioning</li> <li>• Marketing Research</li> </ul>
Wk 8 –	<ul style="list-style-type: none"> <li>• Value Creation/ Offering <b>1<sup>st</sup> P:</b> Product &amp; Brand</li> </ul>
Wk 9 –	<ul style="list-style-type: none"> <li>• Value Creation/Offering continued <b>1<sup>st</sup> P:</b> Product &amp; Brand</li> <li>• Value Capture <b>2<sup>nd</sup> P:</b> Price</li> </ul>
Wk 10 –	<ul style="list-style-type: none"> <li>• Value Capture <b>2<sup>nd</sup> P:</b> Price</li> <li>• Value Delivery / Marketing Channels <b>3<sup>rd</sup> P:</b> Place</li> </ul>

Wk 11 –	<ul style="list-style-type: none"> <li>• Value Delivery / Marketing Channels <b>3rd P: Place</b></li> <li>• Value Communication and Selling <b>4<sup>th</sup> P: Promotion (IMC)</b></li> </ul>
Wk 12 –	<ul style="list-style-type: none"> <li>• Value Communication and Selling</li> <li>• <b>4<sup>th</sup> P: Promotion (IMC)</b></li> </ul>
Wk 13 –	<ul style="list-style-type: none"> <li>• <b>Global Marketing</b></li> </ul>
Wk 14 –	<ul style="list-style-type: none"> <li>• <b>Marketing Plan presentations</b></li> </ul>
Wk 15 –	<ul style="list-style-type: none"> <li>• <b>Marketing Plan presentations</b></li> <li>• <b>Review, Reflection</b></li> </ul>
	<b>FINAL</b>