

Chaminade University Day Undergraduate Program

MKT 301: Principles of Marketing

Course Schedule

Quarter:	Spring 2024
Course location and time	Henry 202, T/Th 1pm - 2:20pm

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. describe 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. Relate trends in the marketing environment and consumer behavior to marketing strategy 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 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.

Instructor Communication

All email communication will be conducted via the Canvas Inbox.

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.

Unless otherwise stated, I will provide feedback as follows:

- Email: 24-hours Monday -Friday
- Discussion Posts: I will provide feedback and grades within 48 hours
- Assignments: 4-5 days
- Quizzes/Exams: 1-2 weeks

COURSE ORGANIZATION:

Course Expectations

To excel in this course, the following expectations are crucial for success:

Active Participation

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 make learning more fun and reflect positively on your grade.

Commitment to Required Work:

Dedicate the necessary effort to complete assigned tasks and meet course requirements.

Effective Time Management:

Cultivate strong time-management skills to ensure efficient use of study and project time.

Communication with me:

Please communicate with me promptly should any issues or concerns arise regarding assignments, class attendance, or you have any questions regarding the course. You can email me or see me in person.

Attendance Requirement:

Regular attendance is mandatory to maximize your learning experience and academic success in this course.

Assignments and Participation

Attendance & participation:

To be successful in this course, your attendance and participation is required. Attendance records will be tracked in Canvas. **Four or more unexcused absences may result in a grade reduction.** **Request for excused absences must be submitted to me via email in Canvas.** When necessary, include proper documentation (e.g. doctor’s note, Chaminade’s official excuse letter...)

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

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

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

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: You are required to schedule 1 progress meeting 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.**

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

A (100-90%)	B (89-80%)	C (79-70%)	D (69-60%)	F (59-0%)
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Attendance and Participation:	30 pts
Assignments and articles	85 pts
Chapter presentation:	10pts
Quizzes:	25 pts
Mid-Term:	40 pts
Final:	40 pts
Marketing Plan Project:	40 pts
<u>Progress Meeting:</u>	<u>5 pts</u>

TOTAL: 275 pts

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.

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.

RESOURCES for Student Success:

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 access to Chaminade's library and its resources: www.chaminade.edu/library

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

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 advise 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"> • Introductions • Marketing overview and insights • Syllabus Review
Wk 2 -	Value Proposition /Marketing Environment / Strategic Planning <ul style="list-style-type: none"> • Marketing Plan Project Review and Team creation • “Connect the Dots” example
Wk 3 –	<ul style="list-style-type: none"> • Conscious Marketing and Social Responsibility

Wk 4 –	<ul style="list-style-type: none"> • Consumer Behavior
Wk 5 –	<ul style="list-style-type: none"> • Consumer Behavior • B2B
Wk 6 –	<ul style="list-style-type: none"> • Segmentation, Targeting •Positioning
Wk 7 –	<ul style="list-style-type: none"> • Positioning • Marketing Research
Wk 8 –	<ul style="list-style-type: none"> • Value Creation/ Offering 1st P: Product & Brand
Wk 9 –	<ul style="list-style-type: none"> • Value Creation/Offering continued 1st P: Product & Brand • Value Capture 2nd P: Price
Wk 10 –	<ul style="list-style-type: none"> • Value Capture 2nd P: Price • Value Delivery / Marketing Channels 3rd P: Place
Wk 11 –	<ul style="list-style-type: none"> • Value Delivery / Marketing Channels 3rd P: Place • Value Communication and Selling 4th P: Promotion (IMC)

Wk 12 –	<ul style="list-style-type: none">• Value Communication and Selling• 4th P: Promotion (IMC)
Wk 13 –	<ul style="list-style-type: none">• Global Marketing
Wk 14 –	<ul style="list-style-type: none">• Marketing Plan presentations
Wk 15 –	<ul style="list-style-type: none">• Marketing Plan presentations• Review, Reflection
	FINAL

CUH and COURSE POLICY

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.

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 Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

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/>

