

Chaminade University Day Undergraduate Program

MKT 436: Global Marketing

Course Schedule

Quarter:	Spring 2024
Course location and time	M / W/ F : 11:30am – 12:20am, Behavior Science Bld 102

Instructor Contact Information

Course Instructor:	Wera Panow-Loui
E-Mail:	Preferred: 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. Describe the role of marketing in economic development
3. Differentiate between the various forces in the global macroenvironment that shape global marketing
4. Formulate marketing strategy recommendations based on the study of diverse global cultures
5. Justify a position on a global marketing case study and provide compelling reasoning to support their points

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	CLO 5
Marianist Values	2,3	2,3, 5	2,3	2, 3,4	2,4,5
Program Learning Outcomes	1-5	1, 3,,5	1,3	1	1-5

Course Material

OER (Open Educational Resource - free):

[*Core Principles of International Marketing, Babu Mariandoss*](#)

Link: <https://opentext.wsu.edu/cpim/>

Handouts from various sources

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...)

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.

Discussion Post and/or Quizzes

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

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. See Canvas for detailed instructions. You will be asked to give a brief report on the article during class.

Global Marketing Project: (Team 2-3) This assignment is a real-life application of marketing and business concepts you are learning in this course by studying a country of your choice (other than US) in order to develop a marketing plan for a product to be introduced in that country. You will conduct an in depth analysis of the country's culture, micro-, and macroenvironment to formulate marketing strategies accordingly. *Refer to the specific Project Guide for instructions and requirements.*

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

Progress Meeting: 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.**

Global Marketing Application Cases

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.

Check the Course Resource Module for details and assignment instructions

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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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

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	15%
Progress meeting	5%
Quizzes and DP	10%
Global Marketing Cases (2)	15%
Article presentations and discussions (3)	15%
Global Marketing Project	30%
Final Quiz	10 %

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
- Global Marketing Plan Team project: research, group meetings, writing, presenting: 15 hours
- Reading and article reports (CTDs): research, reading, prepping: 6 hours
- Quizzes: studying, quiz time: 4.5 hours
- Case Studies: studying, reading, writing, discussions: 6 hours
- Final: studying, exam time: 2 hours

There will be an additional 62 hours of work required beyond what is listed here, including but not limited to, course readings, homework assignments, etc., averaging 3 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

Course Schedule

Weeks	TOPICS
Week 1	<ul style="list-style-type: none">• Course and assignments overview• Marketing and Global Marketing Overview
Week 2	<ul style="list-style-type: none">• Global Marketing Environment• International Trade
Week 3	<ul style="list-style-type: none">• International Trade• Social and Cultural Environment
Week 4	<ul style="list-style-type: none">• Social and Cultural Environment• Cultural Impact on Management Styles
Week 5	<ul style="list-style-type: none">• Political and Legal Environment
Week 6	<ul style="list-style-type: none">• Economic Development in the World

Week 7	<ul style="list-style-type: none"> • Economic Development in the World • Global Marketing Planning
Module 8	<ul style="list-style-type: none"> • Assessing Global Market Opportunities • Marketing Research
Week 9	<ul style="list-style-type: none"> • Global Market Entry • Global Market Planning
Week 10	Spring Break
Week 11	Global Products & Branding
Week 12	Global Distribution Channels
Week 13	Global Promotion
Week 14	Global Pricing
Week 15	Final Global Marketing Project presentations
Week 16	Final Global Marketing Project presentations
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.

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/>

