



School of Business and Communication

## MBA 631 Marketing Management

Online Asynchronous

Credits: 4      Term: Fall 2024

### Instructor Information



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### Communication

Please email instructors via Canvas Email. Instructors will respond to email inquiries posted in the Canvas Inbox between Monday-Friday (HST) within a 24-hour period. For urgent matters, you may call or text Professor Wera at (808) 282-1100 or Professor Cort at (808) 800-1374. Instructors are available to answer questions and provide any assistance needed. Zoom or in-person meetings can also be arranged.

### Instructor Background

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.

Cort Isernhagen has a 25-year career in the market research, consulting, and technology industries. Most recently, Cort founded Diamond Head Research, a research and advisory firm focused on monitoring trends and innovative business models that support Corporate Social Responsibility, ESG, and philanthropic initiatives to improve business outcomes. As senior vice president at Lux Research, he led the international divisions of the firm, helping clients commercialize emerging and disruptive technologies in areas such as sustainability, renewable energy, healthcare, and digital transformation. Cort also spent 15 years with market research firm IDC where he managed international research teams providing advice and guidance to executives supporting their technology investment and go-to-market strategies. He has also held posts with Chinadotcom and International Data Group (IDG).

## School & Department Information

### School of Business and Communication

Office Location: Keiffer Hall, Room 12 Phone: (808) 739-8369

## Course Description & Materials

### Catalog Course Description

MBA 631 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 and marketing research. This class will focus on managerial decision making and developing participants' skills to design business strategies with a marketer's mindset at the strategic and tactical level. Through a simulation, students will learn and practice effective marketing planning and strategy development. In addition, students will gain an understanding of businesses' social responsibility, while learning to assess the implications of social impact decisions on modern business practices and stakeholders.

## Time Allocation

This is a four-credit hour course **requiring 180 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:

Course engagement, studying, reading	40 hours
PharmaSim Simulation: research, writing, presenting	30 hours
CSR CoLab research, analysis	15 hours
Textbook reading and supplemental reading	30 hours
Writing assignments	35 hours
Toolbox and reflection posts	30 hours

## Required Materials

- Grewal/Levy, Marketing, 2024  
SBN10: **126669143X**  
ISBN13: **9781266691430**
- **Interpretive Business Case Simulations, PharmaSim**  
[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.
- **Canvas** (<https://chaminade.instructure.com>)  
Canvas is a widely used online learning management system (LMS) designed to help instructors manage their courses and provide students with easy access to materials, assignments, and communication tools. It's used in schools, colleges, and universities to support both in-person and online learning.

In this course we will use Canvas for:

- Course Content: Access readings, lectures, videos, and other educational materials.
- Assignments and Quizzes: Access assignments, quizzes, and exams.
- Communication Tools: Canvas has integrated messaging and announcement features that allow communication with the entire class or other students. There are also discussion boards where we can engage with one another on course topics.

- Grades and Feedback: You can view grades, check feedback, and monitor academic performance in real-time.

## Learning Outcomes

### Program Learning Outcomes (PLOs)

A student from the MBA program will be skilled in core business areas as illustrated by their ability in:

1. Critical thinking: Critically evaluate business problems and opportunities using a process of inquiry that supports the development of innovative, creative, and data driven solutions.
2. Ethics: Assess the ethical implications of modern business practices.
3. Business Decision-Making: Synthesize information across functional areas in order to make strategic, evidence-based, and data driven decisions.
4. Strategic Planning: Integrate knowledge from across functional areas to design business strategies that effectively provide value to the organization and society.
5. Data Analysis: Apply appropriate quantitative and data analysis techniques to analyze the business environment.
6. Organizational behavior/change: Develop authentic and socially responsible management and administrative strategies that are responsive to complex organizational situations and changes.
7. Operations Management: Determine the appropriate operations management strategies in the design, development, and the global management of a process or project.

### Course Learning Outcomes (CLOs)

Upon completion of MBA 631 the student will be able to:

1. Explain the role of marketing and its functional areas as an integral business function, its importance to strategic planning, and its contribution to society
2. Utilize marketing concepts and processes of marketing and management to inform organizational decisions that enhance value creation
3. Formulate marketing strategies that incorporate an understanding and analysis of customers, company operations, the business environment, and the 4Ps
4. Analyze and apply sustainability and social impact initiatives to marketing programs using an analytical approach.

## **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, and integrity of creation.
5. Educate for adaptation and change.

This class aligns with Marianist values, particularly in fostering service, justice, and peace. By focusing on consumer behavior and channels of distribution, the course encourages students to consider the broader impact of marketing decisions on communities and society at large. The emphasis on value creation and ethical decision-making aligns with the Marianist commitment to education for service, justice, and peace, as students learn to develop marketing strategies that not only drive competitive advantage but also consider the well-being of others and the common good.

## **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 'Ōlelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Ōlelo 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 ('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 Course Learning Outcomes

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

## Course Activities

### Weekly Discussion Posts/Quizzes/ Cases

There will be discussion posts and/or quizzes, and business cases regarding topics covered that week. **Details and due dates will be posted in Canvas.**

### Connect The Dots Article Presentations (1 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.**

### Key Take-Aways and Course Reflection Journal

Each week, write down your top two key takeaways—insights from the chapters or discussions that you found relevant or interesting—and two “tools” you can apply to your work or professional life. Key takeaways may include important concepts or ideas, while tools refer to practical frameworks or strategies you can use when making business decisions. You will submit the Course Reflection Journal at the end of the semester.

### Progress meetings

This assignment involves scheduling one progress meeting (via Zoom) with the instructors, 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. **See Canvas for Progress Meeting calendar**

### PharmaSim Simulation and Final Presentation

PharmaSim is a marketing management simulation focused on the over-the-counter cold medicine industry, where you will have the opportunity to make key marketing management decisions throughout the course, which you will highlight in a final presentation along with your learnings.

## CSR CoLab

CSR CoLab is a proprietary platform to help you analyze and apply sustainability and social impact initiatives to marketing programs using an analytical approach

## Course Policies

### Changes to the Syllabus

While the provisions of this syllabus are as accurate and complete as possible, your instructor reserves the right to change any provision herein at any time. Every effort will be made to keep you advised of such changes, and information about such changes will be available from your instructor.

### 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.

### Final Grades

Final grades are submitted to [Self-Service](#):

A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

## Important Information

### Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an “F” grade for the work in question, an “F” grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the [Academic Honesty Policy](#) on the Chaminade University Catalog website.

### **Title IX and Nondiscrimination Statement**

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator.

### **Nondiscrimination Policy & Notice of Nondiscrimination**

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX may be referred to the University’s Title IX Coordinator, the U.S. Department of Education’s Office for Civil Rights, or both and contact information may be found at the [Chaminade University Title IX Office Contact Information and Confidential Resources website](#). On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).

The University’s Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at:

<https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#).



Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates. The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

### **CUH Alert Emergency Notification**

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

### **Assessment for Student Work**

With the goal of continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

### **Student with Disabilities Statement**

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them. Appropriate paperwork will be completed by the student before notification will be sent out to their instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at [ada@chaminade.edu](mailto:ada@chaminade.edu) each semester if changes or notifications are needed.

### **Kōkua 'Ike: Tutoring & Learning 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 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 on Account > TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu) or 808-739-8305.

## Readings & Due Dates

WEEKS	TOPICS
Wk 1	<b>SETTING THE STAGE</b> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Marketing overview and insights</li> <li>• Marketing Myopia Article</li> <li>• Strategic Planning</li> </ul>
Wk 2	<b>Conscious Marketing / CSR CoLab</b> <ul style="list-style-type: none"> <li>• Strategic Planning</li> </ul>
Wk 3	<b>Understanding the Marketplace</b> <ul style="list-style-type: none"> <li>• Marketing Environment</li> <li>• Consumer Behavior</li> <li>• B2B</li> </ul>
Wk 4	<b>Targeting the Marketplace</b> <ul style="list-style-type: none"> <li>• STP</li> <li>• Marketing Research &amp; Analytics</li> </ul>
Wk 5	<b>Value Creation (4P framework)</b> <ul style="list-style-type: none"> <li>• Product &amp; Branding Strategies</li> <li>• Service Marketing (7P framework)</li> </ul>
Wk 6	<b>Value Creation</b> <ul style="list-style-type: none"> <li>• “Pricing” strategies</li> </ul>
Wk 7	<b>Value Creation</b> <ul style="list-style-type: none"> <li>• “Place” / Distribution and Supply Chain</li> </ul>
Wk 8	<b>Value Creation</b> <ul style="list-style-type: none"> <li>• “Promotion” - IMC, Digital Marketing,</li> </ul>
Wk 9	<b>Value Creation</b> <ul style="list-style-type: none"> <li>• “Promotion” - Advertising, Sales</li> </ul>
Wk 10	<b>Final Project Submission</b>