

Chaminade University Day Undergraduate Program

MKT 436: Global Marketing

Course Schedule

Quarter:	Spring 2025
Course location and time	M / W/ F : 11:30am – 12:20am, Kieffer 10

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. **Three or more unexcused absences may result in a grade reduction. Requests 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 2 progress meetings 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:** Demonstrates an excellent grasp of the subject matter and consistently applies concepts effectively. Consistently shows active participation, a positive learning attitude, and outstanding effort.
- **B:** Displays a strong understanding of the subject matter with minor gaps and participates regularly. Exhibits a good learning attitude and consistent effort but doesn't go beyond expectations.
- **C:** Shows an adequate understanding of the subject matter with notable gaps. Participation and effort are minimal, with a neutral or indifferent learning attitude.
- **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	pts
Participation (in-class discussions; in-class assignments)	50
2 Progress meetings	10
Quizzes and DP	20
Global Marketing Cases (2)	30
Article presentations and discussions (3)	45
Global Marketing Project	180
Final Quiz	20

TOTAL:**355**

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.

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 each semester if changes or notifications are needed.

RESOURCES for Student Success:

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 or 808-739-8305.

Sullivan 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: +1-877-2

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	Global Products & Branding
Week 11 3/17 -21	Spring Break
Weel 12	Global DistributionChannels
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.

