

# **Chaminade University Day Undergraduate Program**

## **MKT / COM 440: Marketing Strategy**

### **Course Schedule**

Quarter:	Spring 2026
Course location and time	Brogan 103 T/Th - 10am-11:20am

### **Instructor Contact Information**

Course Instructor:	Wera Panow-Loui
Phone:	(808) 282-1100
E-Mail:	Utilize the "Inbox" via the Canvas dashboard
Administrative Assistant Phone:	(808) 739-4608
Office Location / Hours:	Kieffer 24, by appointment

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

## **MKT 440 Course Overview:**

This marketing capstone course focuses on strategically analyzing and solving marketing problems from a decision makers' perspective. The student will understand the interrelationships among all the elements of marketing critical to strategic decision-making, including the value proposition, marketing mix, market research, market segmentation, and positioning, and ethical consideration. *Some critical success factors for business leaders include framing the business issue or problem (frameworks), outlining the steps for solving problems (processes), collecting data and applying analysis tools to inform problems (data collection and analyses), and based on the information to make choices (decisions).* Thus, the overall objective of the readings, lectures, in-class exercises, assignments, and cases will focus on these critical success factors.

The first half of the course will cover frameworks and concepts of strategic planning and the second half of the course will involve applying that content to real world case studies.

## **Learning Outcomes**

After completing this course will be able to

### **1. Apply frameworks guiding strategic decision-making:**

Students will demonstrate their understanding of various strategic decision-making frameworks by applying them to real-world business cases.

### **2. Analyze the interdisciplinary nature of marketing in strategic planning:**

Students will analyze and assess how marketing intersects with other functional areas in business, evaluating its role in strategic planning and its impact on achieving both business goals and societal well-being.

### **3. Evaluate real business cases using an integrated strategic marketing approach:**

Students will evaluate real-world marketing scenarios holistically, demonstrating the ability to diagnose problems, identify ethical considerations, and propose integrated solutions, demonstrating critical thinking skills.

### **4. Apply strategic marketing concepts to address business and societal goals:**

Students will apply strategic marketing concepts to address real-world business challenges through the analysis of a business problem and development of solutions through strategic marketing solutions.

## 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
Native Hawaiian Values	2,5	2, 5	2,3, 4,5	2, 4,5

## Course Materials

- **Marketing Mistakes**, Robert F. Hartley, Cindy Claycomb, John Wiley, **12<sup>th</sup> edition**
- **Strategic Marketing Management**, Syed H. Akhter and Barney Pacheco, **4<sup>th</sup> edition**

Additional reading materials and slides supplied by the instructor

## Instructional Methods and Email 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

## Credit Hour Policy:

This is a three-credit hour course requiring a minimum of 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 45 hours studying, 30 hours researching and writing business case updates and the final paper, and 35 hours meeting with the instructor. There will be additional 25 hours of work required beyond what is listed here (assignments, discussion board, readings, etc.).

### **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.

## **COURSE ORGANIZATION:**

### **Course Expectations**

This is a discussion-based course that fosters critical thinking encouraging dynamic in-class debates. To excel in this course, the following 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 the readings and assigned tasks to participate in the in-class discussions and meet submit your work on time.

#### **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, deadlines etc. 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:**

Participation is a part of your grade and attendance 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.**

Assignment
In-class Assignments & Participation
Progress Meetings
DP and / or Quizzes
Business Case Reading Summaries
Business Case Discussion Analysis
“Where are they now” Updates
Analysis and Marketing Strategy recommendation paper
Final exam

**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:

Grades are calculated from the student's participation, 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

### **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.

### **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. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

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

The university is committed to comply with all State and Federal statutes, rules, and regulations which prohibit discrimination. The university is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin (including shared ancestry and ethnic characteristics), ancestry, citizenship, disability, genetic information, marital status, breastfeeding, arrest and court record (except as permissible under State law), sexual orientation, or status as a covered

veteran. Inquiries about Title IX or general Civil Rights concerns 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 [HERE](#). *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](#).

#### **Hazing Prevention Resources and Athlete Helpline:**

Assists athletes, parents, coaches, and any allies interested in ensuring physical and mental safety for sports communities by offering confidential emotional support, crisis intervention, informational athlete-focused resources, and guidance related to concerns about any type of abuse—including hazing.

Chaminade University's Hazing Policy:

<https://catalog.chaminade.edu/studenthandbook/codeofconduct>

<https://hazingpreventionnetwork.org/athlete-helpline/>

<https://hazingpreventionnetwork.org/how-to-report-hazing/>

**Basic Needs Resources:** <https://chaminade.edu/basic-needs/>

#### **Campus Safety/ SafeSwords**

A program for students, faculty and staff, who may feel uncomfortable or unsafe walking alone on campus, at any time of the day. Call security, and a security professional will meet you at your location on campus. The security professional will escort you to your residence hall, car, etc. Students may utilize this when walking to and from night classes around campus or after late night events. [SafeSwords Webpage](#)

#### **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.

## **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](mailto: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](http://www.chaminade.edu/library)

### **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

### **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.

### **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.

### **Schedule and Topics (check Canvas for updates!)**

<b>WEEKS</b>	<b>TOPICS / MILESTONES</b>
<b>Wk 1 -</b>	Introductions,, Strategic Marketing Concepts Ch.#1, 2
Wk 2	Framework Marketing Strategy, Consumer Analysis Ch#2, 3
Wk 3	External Market Analysis - Competition, Environmental Ch #4,5
Wk 4	External Market Analysis - Competition, Environmental Ch #4,5 <b>MM Case # 1 - Coke vs Pepsi</b>
Wk 5	Internal Analysis Ch# 6
Wk 6	STP Ch # 7
Wk 7	Marketing Mix Strategies Ch #8
Wk 8	Marketing Mix Strategies Ch #8 <b>MM Case #2 Nike</b>
Wk 9	Marketing Strategies for New, Growth and Mature Markets, Ch #9
Wk 10	Marketing Strategies for New, Growth and Mature Markets, Ch #9 <b>MM Case #3 Google</b>
Wk 11	Offensive and Defensive Marketing Strategy <b>MM Case #4</b>
Wk 12	Local, Regional, Global Marketing Mgtm, Ch# 10 <b>MM Case #5</b>
Wk 13	<b>MM Case #6</b>
	Strategic marketing mgt and Ethics Ch # 12
Wk 14	Strategic marketing mgt and Ethics Ch # 12 <b>MM Case #7</b>
Wk 15	Recap <b>Marketing Strategy presentations</b>