



MKT 301: Principles of Marketing

Day Undergraduate Program

Quarter:	Fall 2026
Course location and time	Sullivan 102, T/Th 10am - 11:20am

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

1. Course Overview

Course Description

Marketing is a foundational business function—an integrated set of activities that help organizations create and deliver value to meet both consumer and societal needs. This course introduces students to the core principles of marketing through the lens of the marketing mindset—a customer-first, value-driven approach to organizations of all types. Students will explore how organizations identify and respond to customer needs, build lasting relationships, and deliver value in a dynamic marketplace. Topics include consumer behavior, market analysis and segmentation, branding, the 4Ps of product, pricing, placement, and promotion, as well as marketing ethics. Emphasis is placed on seeing marketing not just as a business function, but as a mindset that shapes how organizations think, operate, strategize, and grow, giving students a strategic understanding of how marketing drives business success while also contributing to social good. Through case studies, hands-on activities, and team discussions,

students will begin to think like marketers—curious about people, driven by insight, and focused on delivering value.

Course Prerequisites

Prerequisites: EN 102, COM 101

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 how the marketing mindset influences business strategy and its role in contributing to social good
2. Explain marketing terminology and frameworks
3. Analyze real-world business and marketing scenarios by applying marketing frameworks
4. Relate trends in the marketing environment and consumer behavior to marketing strategy decision making
5. Design a marketing plan that applies the marketing mindset and integrates social impact considerations.

2. Values

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 ('Ölelo 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 ('Ölelo 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 ('Ölelo 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 ('Ölelo 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 ('Ölelo No'eau 203) All knowledge is not taught in the same school

3. Alignment of Learning Outcomes

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

4. Course Organization

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](#)

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, note:

- 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.
- use a professional tone in your communication.

In urgent situations, you may text me at (808) 282-1100.

In addition, there will be 1 individual required progress meeting with me. 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 72 hours
- Assignments: 4-5 days
- Quizzes/Exams: 1-2 weeks

Instructional Methods

To excel in this course, meeting the following criteria 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...)

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

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. 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.

4. Biz in the News: Each student will share one article covering a story about a business or industry in the news connecting the concepts from class. Sign up sheet posted in Canvas.

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 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. 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.

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	80 pts
Quizzes:	20 pts
Mid-Term:	40 pts
Final:	40 pts
Marketing Plan Project:	82 pts
<u>Progress Meeting:</u>	<u>5pts</u>

TOTAL: 297 pts

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 of Student Work

Chaminade University may use student work anonymously to assess achievement of course, program, and institutional learning outcomes as part of ongoing quality improvement efforts.

Late Work Policy

You are expected to turn in assignments on the due date. If you need an extension, you must contact me before the assignment is due. Your request should include the reason for the extension and the date by which you plan to submit your work. There will be point penalties for work turned in later more than twice without explanation. Missed exams or quizzes will automatically receive a zero unless prior arrangements have been made due to documented extenuating circumstances.

Time Allocation:

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.

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 advice 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.

Course Schedule and Topics

WEEKS	TOPICS
Wk 1 -	• Introductions • Marketing overview and insights • Syllabus Review
Wk 2 -	Value Proposition /Marketing Environment / Strategic Planning • Marketing Plan Project Review and Team creation • “Connect the Dots” example
Wk 3 –	• Conscious Marketing and Social Responsibility
Wk 4 –	• Consumer Behavior
Wk 5 –	• Consumer Behavior • B2B
Wk 6 –	• Segmentation, Targeting •Positioning
Wk 7 –	• Positioning • Marketing Research
Wk 8 –	• Value Creation/ Offering 1st P: Product & Brand

Wk 9 –	• Value Creation/Offering continued 1st P: Product & Brand • Value Capture 2nd P: Price
Wk 10 –	• Value Capture 2nd P: Price • Value Delivery / Marketing Channels 3rd P: Place
Wk 11 –	• Value Delivery / Marketing Channels 3rd P: Place • Value Communication and Selling 4th P: Promotion (IMC)
Wk 12 –	• Value Communication and Selling • 4th P: Promotion (IMC)
Wk 13 –	• Global Marketing
Wk 14 –	• Marketing Plan presentations
Wk 15 –	• Marketing Plan presentations • Review, Reflection
	FINAL

5. Policies & Requirements

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, plagiarism, and unauthorized and/or undisclosed AI usage, in addition to more obvious dishonesty. See catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Director of the Academic College.

Punishment for academic dishonesty will be determined by the instructor, Director, and the Dean of Academic College and may include an "F" grade for the work in question, an "F" grade for the course, academic notice, 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.

AI (Artificial Intelligence) Statement

Chaminade University recognizes the increasing role of artificial intelligence (AI) technologies in academic and professional environments. AI encompasses, but is not limited to, generative AI platforms, automated writing or content generation software, coding assistants, and similar tools. Students must ensure all submitted work genuinely reflects their knowledge and effort. Using AI to produce or significantly complete graded assignments, exams or other academic tasks – defined as use that substitutes for or substantially replaces a student's own analysis, reasoning or written expression – without explicit instructor approval is considered academic misconduct and will be dealt with according to the University's Academic Honesty Policy.

If an instructor has reasonable grounds to question whether submitted work genuinely reflects a student's own knowledge, authorship, or mastery of course material — or whether it meets the course's expectations for AI use — the instructor may require the student to provide additional or alternative evidence of authorship and content mastery. Such evidence may include drafts, notes, revision history, source materials, process explanations, oral discussion, in class work, or completion of an alternative assessment. A student's refusal or inability to provide such evidence may be considered, along with other available information, in evaluating whether the work meets course requirements and stated learning outcomes. Instructors will not rely solely on AI detection software or other automated tools in making grading or academic integrity determinations. Such determinations will be based on the totality of the available information and handled in accordance with applicable University policies and procedures. See the catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

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](#).

Student with Disabilities Statement- Kōkua 'Ike

Accessibility Services recognizes disability as a valued aspect of diversity and ensures equal access to the educational environment in accordance with Section 504 of the Rehabilitation Act; the Americans with Disabilities Act, as amended; and the principles and professional standards of the Association on Higher Education and Disability. Access is supported through reasonable accommodations and referrals to campus and community resources.

Appointments with the Accessibility Services Coordinator are available through Stellic at <https://chaminade.stellic.com> and may be held virtually or in person. Drop-in appointments are also welcome.

Students seeking support must meet with the Accessibility Services Coordinator as early as possible, even if they are unsure whether they have appropriate documentation of their disability or its impacts. The Accessibility Services Coordinator prioritizes listening to students's experiences and will discuss any documentation needs during the initial intake meeting. Students may seek support at any time.

Learn more at <https://chaminade.edu/ada-accommodations>

Campus Resources & Support Services

The following resources are available to all Chaminade students. Reach out early — these services exist to support your success.

Resource	Description	Contact / Website
Sullivan Library	As a Chaminade student, you have access to the library and its many resources, including free online access to select publications that can support your research and assignments.	http://www.chaminade.edu/library
Technical Assistance		Chaminade Help Desk: helpdesk@chaminade.edu (808) 735-4855 Canvas Student Hotline: +1-877-251-6615
Accessibility Services (Kōkua 'Ike)	Accommodations under Section 504 and ADA. Contact early — appointments via Stellic, virtual or in person.	ada@chaminade.edu chaminade.edu/ada-accommodations
Tutoring & Academic Coaching (Kōkua 'Ike)	Tutoring and Academic Coaching Services support students' progression toward their academic, personal, and professional goals with clarity and intention. Services include individualized support in English, math, nursing, sciences, and social sciences, as well as guidance in developing goals and study strategies.	chaminade.edu/tutoring-academic-coaching-services

Resource	Description	Contact / Website
Career Services	Career Services supports students throughout their career journeys. Services include individualized job search strategy coaching, resume reviews, job interview coaching, and access to career-related resources and opportunities.	chaminade.edu/career-services
Basic Needs Resources	Support for food insecurity, housing instability, and other basic needs.	chaminade.edu/basic-needs/
Title IX / Nondiscrimination	Reporting and support for sex discrimination and gender-based violence. Campus Incident Report Form available online.	chaminade.edu/titleix/resources-and-support/
Hazing Prevention	Confidential support, crisis intervention, and reporting for any type of abuse including hazing.	hazingpreventionnetwork.org/athlete-helpline/
Campus Safety / SafeSwords	Security escort service for anyone who feels unsafe walking alone on campus at any time of day. Call security and a professional will escort you to your destination.	chaminade.edu/student-life/security/campus-safeswords-program/
CUH Alert Emergency Notification	Emergency text system. Register your cell number via the Chaminade portal and confirm the text to complete enrollment.	chaminade.edu

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.