



MKT 437: Marketing Research (3 credits)
MKT 437L: The Lab – Research Project (1 credit)
Day Undergraduate Program

Semester: Fall 2026

Course location and time

MKT 437 - T/Th 1pm-2:20pm, Clarence T.C. Ching Hall, 253

MKT 437 Lab - Tue 2:30 - 3:50pm, Clarence T.C. Ching Hall, 254

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

Marketing Research Course Description:

This course introduces students to the purpose and practice of marketing research, equipping them with the skills to design and implement market research projects. Students will explore traditional research designs alongside emerging ethnographic approaches, incorporating both quantitative and qualitative methods. Emphasis is placed on marketing research’s role in strategic decision-making. Given the uncertainty marketers face in predicting consumer behavior, this course highlights how research techniques can help mitigate risk and improve

marketing strategies. By understanding consumer psychology and applying research methodologies, students will learn how to generate insights that drive effective marketing decision-making

Prerequisite: MKT 301, 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

After completing this course students will:

1. Explain the purpose of marketing research and the various methods and approaches.
2. Explain the key factors that influence consumer behavior, including psychological, social, and cultural influences.
3. Analyze common issues marketers face and utilize both quantitative and qualitative research methods to gather data to inform strategic marketing decisions.
4. Execute a real-world marketing research project and develop strategic recommendations to address key challenges

This course is taught in conjunction with a Lab project.

Lab Project Outcomes:

Students will be able to

- Construct a research design that will lead to informed marketing decision making for a proposed project.
- Apply quantitative research tools to create data for analysis.
- Apply qualitative tools to create data for analysis.
- Synthesize research results to provide answers to project questions.
- Create a professional presentation to deliver conclusions and proposals.

2. Values

Characteristics of a Marianist Education

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. • **Educate for formation in faith**
2. • **Provide an integral quality education**
3. • **Educate in family spirit**
4. • **Educate for service, justice and peace**
5. • **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.

One of the main projects includes working as a team to plan and implement a research project needed to help solve a real-world question. One of the criteria of the selection of the research project will involve an aspect of solving a social problem. By addressing a “social problem” it encourages you to think in the spirit of **service and social justice** and incorporate these principles into a business idea that can provide social value in the community and/or society overall.

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

3. Alignment of Learning Outcomes

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

4. Course Organization

Course Material

Marketing Research, 2nd edition. Bonita Kolb eISBN-13: 9781526422927

Handouts from various sources.

Instructional Methods and Email Communication

This course strongly emphasizes in-class discussions to foster critical thinking, where questions, analysis, and exploration of different perspectives is just as important as finding the right answers.

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 throughout

the semester. This is a great opportunity for questions, feedback, and dialogue regarding your progress in class.

Course Expectations

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.

Summary of Assignments and Participation

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

1. **Class Participation (Weekly):** Students are expected to come to class prepared, contribute thoughtfully to discussions and activities, and engage professionally with classmates. Participation is assessed weekly based on the quality of your engagement.

2. 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.

3. **Discussion Posts or Quizzes** There will be online discussion posts or quizzes regarding a topic covered that week. Follow the instructions on Canvas.

4. Exams: There is 1 Mid-term and 1 Final Exam in addition to periodic short quizzes. These 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.

5. The Lab Research Project: (Group Project)

You will plan and conduct a marketing research project to address a real-world problem. The project is designed to simulate a professional work environment, where success depends not only on applying course concepts but also on **demonstrating professionalism, effective communication, and productive teamwork**.

Throughout the project, you'll collaborate with peers, just as you would in a professional setting, and be expected to manage responsibilities and meet deadlines. At the end of the semester, **there will be a peer review process**, where your individual contributions will be evaluated by your teammates. Based on this feedback, individual grades may be adjusted.

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. Chapter Presentations: Working in teams of two, you will present an assigned chapter. Preparing and teaching the material is intended to deepen your own understanding of the concepts, as teaching is one of the most effective ways to learn. Your goal is to present the material clearly, engage your classmates, and facilitate discussion.

8. Connect the Dots Write-Up: To strengthen your ability to apply marketing concepts to real-world business situations, you will analyze an article from the popular business press. Depending on the assignment, articles will either be provided or selected by you. Your task is to connect the article to the marketing research concepts covered in class by explaining how they apply to the situation.

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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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/Activity	Points
Participation	75
Discussion Post / Quizzes	40
1 Progress Meeting	5
1 Article Assignment	10
1 Chapter Presentation	20
1 Mid-term exam	34
Final	16
TOTAL	200

***Lab Research Project Grading Criteria:**

Teamwork and engagement	-10 pts
Deliverables	-30 pts
Final Analysis and Presentation	-20pts
TOTAL SCORE	60 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. 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.

Credit Hour Policy:

This is a three-credit hour course with a one-credit hour Lab portion 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:

- Class Time, including Lab: 60 hours
- Chapter presentations: reading, prepping: 8 hours
- Mid-term: studying, exam time: 5 hours
- Final: studying, exam time: 8 hours
- Marketing Research Lab Project: 35 hours

There will be an additional 64 hours of work required beyond what is listed here, including but not limited to, course readings, homework assignments, etc., averaging 4.2 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

Wk 1	Introductions Overview Marketing Research
Wk 2	Overview continued and Research as a process Consumer Behavior
Wk 3	Consumer Behavior
Wk 4	Research Design and Critical Thinking Determining the research question
Wk 5	Cultural and Ethical Considerations Quiz
Wk 6	Secondary Research
Wk 7	Qualitative Marketing Research
Wk 8	Qualitative Marketing Research MID TERM
Wk 9	Quantitative Marketing Research
Wk 10	Quantitative Marketing Research - ARTICLE - CTD
Wk 11	Quantitative Marketing Research
Wk 12	Data Mining and Big Data

Wk 13	Analyzing and Reporting
Wk 14	Analyzing and Reporting
Wk 15	Research Project Reports
	FINALS WEEK

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

Resource	Description	Contact / Website
		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
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.

