



School of Business and Communication

MBA 631 Marketing Management

Online Asynchronous

Credits: 4 Term: Fall 2025

Instructor Information



Instructor: Wera Panow-Loui

Email: wera.panow-loui@chaminade.edu

Phone: (808) 282-1100

Office Location: Kieffer 24

Office Hours: By appointment



Instructor: [Cort Isernhagen

Email: cort.isernhagen@chaminade.edu

Phone: (808) 800-1374

Office Hours: By appointment

Communication

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

Instructor Background

Wera Panow-Loui has over 25 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, and promotional campaigns.

Academia is Wera's second career, and as a full-time faculty at Chaminade University she brings the same passion for developing innovative business solutions to teaching students about

business strategy and marketing. She finds it highly rewarding to bring her practical experience into the classroom, engage with students and contribute to their growth as future business professionals. Wera is also principal of her business and marketing consulting firm and helps organizations, big or small, achieve their business goals.

Originally from Germany, Wera lives with her family in Honolulu, Hawaii. She travels back to her roots regularly every year.

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

School & Department Information

School of Business and Communication

Office Location: Keiffer Hall, Room 24 Phone: (808) 739-4608

Course Description & Materials

Catalog Course Description

MBA 631 is the core marketing course designed to introduce MBA students to the theory and practice of marketing management, and to integrate the knowledge from various marketing sub-fields, including consumer behavior and marketing research. This class will focus on managerial decision making and developing participants' skills to design business strategies with a marketer's mindset at the strategic and tactical level. In addition, students will gain an understanding of businesses' social responsibility, while learning to assess the implications of social impact decisions on modern business practices and stakeholders.

Required Materials

Marketing Management

Release: 2025

Author:Greg W. Marschall

ISBN10: 1264535244

Supplemental Material provided by faculty

Learning Outcomes and Values Alignment

Course Learning Outcomes (CLOs)

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

1. Critically evaluate the role of marketing and its functional areas as integral to business strategy and societal impact
2. Apply and synthesize marketing concepts and processes to inform organizational decision-making and drive value creation
3. Formulate and justify marketing strategies that integrate customer insights, organizational capabilities, environmental factors, and the 4Ps.
4. Analyze, design, and apply sustainability and social impact initiatives to marketing programs using a data-driven and ethical lens.

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith.
2. Provide an integral, quality education.
3. Educate in family spirit.
4. Educate for service, justice and peace, and integrity of creation.
5. Educate for adaptation and change.

This class aligns with Marianist values, particularly in fostering service, justice, and peace. By focusing on consumer behavior and channels of distribution, the course encourages students to consider the broader impact of marketing decisions on communities and society at large. The emphasis on value creation and ethical decision-making aligns with the Marianist commitment to education for service, justice, and peace, as students learn to develop marketing strategies

that not only drive competitive advantage but also consider the well-being of others and the common good.

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God.

1. 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.
2. 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.
3. 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.
4. 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 Course Learning Outcomes

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

Course Activities

Weekly Discussion Posts/Quizzes/ Cases

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

Connect The Dots Article Presentations (1 per student)

Find an article in a current business periodical (within the last 2 months) on a topic covered in your chapters or discussed in class. Your task is to read the article, connect and apply the concepts you have learned about and submit a video highlighting the key concepts in a slide presentation and how they relate to the class material. **See Canvas Course Resources for details.**

Final MBA Marketing Management Team Project

Working in teams of 2–3, this project challenges you to apply the concepts learned throughout the course to analyze and evaluate how a real company integrates “Marketing (Big M)” —the strategic, enterprise-wide philosophy of customer value—with “marketing (little m)” —the tactical execution of marketing activities.

Your team must select a publicly traded company to ensure easy access to company information. Alternatively, you may select a company where a team member works, provided sufficient company information is available and can be shared for this project.

Your task is to assess how effectively the company aligns its strategic marketing philosophy with its tactical marketing practices to create value for customers, shareholders, and society

Progress meetings

This assignment involves scheduling one progress meeting (via Zoom) with the instructors, so that together we can discuss your work in the class and any questions you may have. It is your responsibility to set up these meetings. **See Canvas for Progress Meeting calendar**

Time Allocation

This is a four-credit hour course **requiring 180 clock hours of** student engagement, per the official CUH Credit Hour Policy. The following breaks down the credit hours for students enrolled in this course:

Course engagement, studying, reading	40 hours
Final Project	30 hours

Textbook reading and supplemental reading	40 hours
Assignments	35 hours
Toolbox and reflection posts	35 hours

Student Participation

Student Participation Expectations

This asynchronous course requires consistent, meaningful engagement with content, peers, and the instructor each week. Logging in without completing activities does not count as participation.

Students are expected to:

- Complete assigned readings, lectures, and activities within designated timeframes.
- Log in regularly to review module instructions, announcements, deadlines, feedback, and grades.
- Contribute substantively to discussions — post original responses and engage thoughtfully with peers within the required window.
- Demonstrate preparation, reflection, and critical thinking in all interactive components.
- Meet established deadlines to support collaborative learning and remain on track with the weekly sequence.

Course LMS

Learning Management System: Canvas (<https://chaminade.instructure.com>)

Canvas is a widely used online learning management system (LMS) designed to help instructors manage their courses and provide students with easy access to materials, assignments, and communication tools. It's used in schools, colleges, and universities to support both in-person and online learning.

In this course we will use Canvas for:

- Course Content: Access readings, lectures, videos, and other educational materials.
- Assignments and Quizzes: Access assignments, quizzes, and exams.

- Communication Tools: Canvas has integrated messaging and announcement features that allow communication with the entire class or other students. There are also discussion boards where we can engage with one another on course topics.
- Grades and Feedback: You can view grades, check feedback, and monitor academic performance in real-time.

Course Policies

Changes to the Syllabus

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

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 us**. There will be point penalties for repeated late work without explanation.

Missed exams or quizzes will automatically receive a zero

Grades of Incomplete

If students are unable to complete the course due to circumstances beyond their control, the instructor will consider offering a grade of “incomplete”. This will provide the student with 90 days beyond the end of the term to complete all outstanding course requirements. Please note that a grade of “incomplete” must be discussed with the instructor before the end of the term. If a student does not contact the instructor by the end of the term to discuss the possibility of an incomplete, they will be awarded the grade they have earned to that point.

Final Grades

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

A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

Important Information

Academic Honesty

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

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

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

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

AI 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.

Contact information and reporting options: chaminade.edu/titleix/nondiscrimination/. File a report via the [Campus Incident Report Form](#).

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' 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>.

Learn more at <https://chaminade.edu/career-services>.

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.

Course Schedule

WEEKS	TOPICS
Wk 1	SETTING THE STAGE • Introductions • Marketing overview and insights • Strategic Marketing Planning
Wk 2	Global, Ethical, Sustainable • Strategic Planning
Wk 3	Research & Analytics • Market Research • Analytics and CRM
Wk 4	Understanding the Marketplace • Consumer Behavior • B2B • STP
Wk 5	Value Creation (4P framework) • Product & Service Marketing (7P framework)
Wk 6	Value Creation • Branding Strategies • “Pricing” strategies
Wk 7	Value Creation • “Place” / Distribution and Supply Chain
Wk 8	Value Creation • “Promotion” - IMC, Digital Marketing,
Wk 9	Value Creation • “Promotion” - Advertising, Sales
Wk 10	Final Exam & Project Submission