



TQF.3

Bachelor's Degree

Master's Degree

## **Course Specification**

**Course Code:** IBP1204

**Course Title:** Principles of Marketing

**Credits:** 3(3-0-6)

**Program:** International Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

**Semester :** 2 **Academic Year :** 2017

## Section 1 General Information

### 1. Code and Course Title :

Course Code: IBP1204

Course Title (English): Principles of Marketing

Course Title (Thai): การจัดการการตลาด

### 2. Credits : 3(3-0-6)

### 3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2016.

3.2 Course Category:

General Education                       Major Course

Elective Course                       Others .....

### 4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Sommaya Prachyangprecha

4.2 Instructional Course Lecturer(s): None

### 5. Contact/Get in Touch

Room Number 401 Tel. 034 964 934 Ext.404 E-mail  
sommaya.pr@ssru.ac.th

### 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2017

6.2 Number of the students enrolled: 1 class (35 per class)

### 7. Pre-requisite Course (If any)

None

### 8. Co-requisite Course (If any)

Course Code: None Course Title: None

### 9. Learning Location

**Building:** International College, Nakhonpathom Education Center

**10. Last Date for Preparing and Revising this Course:**

1<sup>st</sup> Dec 2017

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1 Morals and Ethics

(1) The ability to deliver or to complete a required task at or the appointed time.

(2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,

(3) The ability to make business decisions according to moral concepts and judgments.

#### 1.2 Knowledge

(1) The ability to understand business theories and solve case studies.

(2) The ability to analyze and solve real practical problems and issues.

(3) The ability to apply business knowledge integrated with other disciplines.

#### 1.3 Cognitive Skills

(1) The ability to gather and summarize information, and conduct research.

(2) Self-studying and sharing information with others.

(3) The ability to find original solution and their own method.

#### 1.4 Interpersonal Skills and Responsibility

(1) The ability to have two responsibilities; they learn for themselves and help group member to learn.

(2) The ability to use adequate method for interpersonal communication and

Discussion.

(3) The ability to create some business ideas and to have leadership skills.

### 1.5 Numerical Analysis, Communication and Information Technology Skills

(1) The ability to use basic ICT skills and apply them to daily life.

(2) The ability to use statistics data to solve business problems.

(3) The ability to use business statistic methods in market analysis.

## 2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

This course should provide knowledge of nature and role of marketing, marketing environment, consumer behavior, market segmentation, targeting and positioning, marketing strategies; marketing mix, product planning and development. Development of problem-solving and analytical skills useful in everyday decision-making process is also encourage throughout the course.

## Section 3 Characteristics and Operation

### 1. Course Outline

Nature and role of marketing, marketing environment, consumer behavior, market segmentation, targeting and positioning, marketing strategies; marketing mix, product planning and development.

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3+ (if any)

### **3. Time Length per Week for Individual Academic Consulting and Guidance**

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 401  
Building: International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 034 964 934  
Ext.404

3.3 Consulting via E-Mail: [sommaya.pr@ssruic.ac.th](mailto:sommaya.pr@ssruic.ac.th)

3.4 Consulting via Social Media (Facebook/Twitter/Line) -

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: <http://www.teacher.ssruc.ac.th/sommaya>

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) The ability to deliver or to complete a required task at or the appointed time.
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold.
- (3) The ability to make business decisions according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) The team of students reminds other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains business ethics.

#### **1.3 Evaluation Strategies**

- (1) Check student attendance every class.
- (2) Evaluate from number of students who cheat during the examinations.
- (3) Evaluate students' responsibility on their participation in group projects.

## **2. Knowledge**

### **2.1 Knowledge to be acquired**

- (1) The ability to understand business theories and solve case studies.
- (2) The ability to analyze and solve real practical problems and issues.
- (3) The ability to apply business knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speakers who are expert in real business and business regulation.

### **2.3 Evaluation Strategies**

- (1) Pop-quiz, midterm, and final examination,
- (2) A group projects,
- (3) Class presentations.

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) The ability to gather and summarize information, and conduct research.
- (2) Self-studying and sharing information with others.
- (3) The ability to find original solution and their own method.

### **3.2 Teaching Strategies**

- (1) Group and individual research and presentations.
- (2) Participate in real intergroup and interpersonal competitions.
- (3) Problem-based learning.

### **3.3 Evaluation Strategies**

- (1) Evaluate individual and group research and studies.
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

## **4. Interpersonal Skills and Responsibility**

### **4.1 Interpersonal Skills and Responsibility to be developed**

- (1) The ability to have two responsibilities; they learn for themselves and help

group member to learn.

○ (2) The ability to use adequate method for interpersonal communication and discussion.

● (3) The ability to create some business ideas and to have leadership skills.

#### **4.2 Teaching Strategies**

(1) Implement student center learning method and problem-based learning.

(2) Encourage students to work together in small groups.

(3) Implement business manner practices and social skills.

#### **4.3 Evaluation Strategies**

(1) Assess students' participation in teamwork.

(2) Observe students business manner and social skills.

(3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

### **5. Numerical Analysis, Communication and Information Technology Skills**

#### **5.1 Numerical Analysis, Communication and Information Technology Skills to be developed**

○ (1) The ability to use basic ICT skills and apply them to daily life.

● (2) The ability to use statistics data to solve business problems.

○ (3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

#### **5.2 Teaching Strategies**

(1) Use case studies that allow students to implement their knowledge of statistics to solve business problems.

(2) Encourage students to use statistics and ICT in research and projects conduction.

(3) Encourage students to actively use ICT and social media in daily life.

#### **5.3 Evaluation Strategies**

(1) Evaluate the correct application of statistics to solve problems.

(2) Evaluate effectiveness of ICT usage in research and presentations.

(3) Evaluate their ability to use software and application in their work and studies.

**Remark:** Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to nature and roles of marketing	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Group discussion on “what do you know about marketing?”</li> </ul>	Ms. Sommaya
2	Company and marketing strategy	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Group discussion on selecting an organization</li> </ul>	Ms. Sommaya
3	Marketing in modern world	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Group presentation on a selected organization</li> </ul>	Ms. Sommaya
4	Customer relationship	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> </ul>	Ms. Sommaya



	management		<ul style="list-style-type: none"> <li>- PowerPoint</li> <li>- Group discussion on selected organization</li> </ul>	
5	Marketing environment and analysis	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Case study on SWOT analysis of Starbucks</li> </ul>	Ms. Sommaya
6	Consumer behavior	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Case study on young men fashion buying behavior</li> </ul>	Ms. Sommaya
7	Marketing segmentation and targeting	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Case study on convenient store market in Bangkok</li> </ul>	Ms. Sommaya
8	Midterm examination	3 hours	<ul style="list-style-type: none"> <li>- Paper test</li> </ul>	Ms. Sommaya
9	Market positioning	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> <li>- Group discussion on selected organization</li> </ul>	Ms. Sommaya
10	Marketing strategies	3 hours	<ul style="list-style-type: none"> <li>- Direct instruction</li> <li>- PowerPoint</li> </ul>	Ms. Sommaya

			- Case study on marketing mix of Thai AirAsia	
11	Product planning and development	3 hours	- Direct instruction - PowerPoint - Group discussion on selected organization	Ms. Sommaya
12	Pricing products	3 hours	- Direct instruction - PowerPoint - Group discussion on selected organization	Ms. Sommaya
13	Marketing channels	3 hours	- Direct instruction - PowerPoint - Group discussion on selected organization	Ms. Sommaya
14	Marketing communications	3 hours	- Direct instruction - PowerPoint - Group discussion on selected organization	Ms. Sommaya
15	Group presentation	3 hours	- Peer review activity	Ms. Sommaya
16	Final examination	3 hours	- Paper test	Ms. Sommaya

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<p><b>Ethic and Morals</b></p> <p>(1) The ability to deliver or to complete a required task at or the appointed time.</p> <p>(2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make business decisions according to moral concepts and judgments.</p>	<p>Assignment and report submission, participation and attendance</p>	<p>Throughout semester</p>	<p>10 %</p>
2	<p><b>Knowledge</b></p> <p>(1) The ability to understand business theories and solve case studies.</p> <p>(2) The ability to analyze and solve real practical problems and issues.</p> <p>(3) The ability to apply business knowledge integrated with other disciplines.</p>	<p>Group assignment, case studies, exams</p>	<p>Throughout semester</p>	<p>50 %</p>

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<b>Cognitive Skills</b> (1) The ability to gather and summarize information, and conduct research, (2) Self-studying and sharing information with others, (3) The ability to find original solution and their own method.	Discussions and case studies	Throughout semester	10 %
4	<b>Interpersonal Skills and Responsibilities</b> (1) The ability to have two responsibilities; they learn for themselves and help group member to learn. (2) The ability to use adequate method for interpersonal communication and discussion. (3) The ability to create some business ideas and to have leadership skills.	Group assignment, discussions, and case studies	Throughout semester	10%
5	<b>Numerical Analysis, Communication and Information Technology Skills</b> (1) The ability to use basic ICT skills and	Group assignment and case	Week 6, 9, 10, and 15	20 %

<p>apply them to daily life.                  (2) The ability to use statistics data to solve business problems.                  (3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>studies</p>		
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## **Section 6 Learning and Teaching Resources**

### **11. Textbook and Main Documents**

Kotler, P., Armstrong, G., Ang, A. H., Tan, C. T., Yau, O.H. And Leong, S.M. 2017. Principles of Marketing: An Asian perspective. 4 ed. Pearson: Essex

### **2. Important Documents for Extra Study**

Kotler, P. and Keller, K.L. 2016. Marketing Management. 15 ed. Peason: Boston.

Karen, R.A., Theng, L.G., Hartley, S.W., and Rudelius, W., 2015. Marketing in Asia. 3rd ed. McGraw Hill Education: Singapore.

### **3. Suggestion Information (Printing Materials/Website/CD/Others)**

<http://positioningmag.com>

<https://hbr.org/topic/marketing>

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

## **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

## **3. Teaching Revision**

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

## **4. Feedback for Achievement Standards**

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

## **5. Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain ie. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IBP1204 Course Title: Principles of Marketing	●	○	○	●	○	○	○	●	○	○	○	●	○	●	○	●	○	○