



Course Syllabus

MK 201/202 Principles of Marketing (Section 046401)

Semester 1/2024 (August 13 – December 2, 2024)

Number of Credits:	3 credits
Lecture Time:	Tuesdays, 13.00-16.00
Lecture Venue:	Faculty of Economics Building (Room No. 302)
Instructors:	Assoc. Prof. Surat Teerakapibal, Ph.D. Email: suratt7@tbs.tu.ac.th
Course Coordinator:	Assoc. Prof. Surat Teerakapibal, Ph.D. Email: suratt7@tbs.tu.ac.th

Course Description:

A study of concepts and theories related to marketing and value creation for customers. Principal topics include marketing strategic formulation, consumer research, core marketing strategies (segmentation, targeting and positioning), and essential marketing activities to add value to the brand. This course provides perspectives fundamental to the marketing foundation for which marketing strategies are formed.

Course Objectives:

This course is designed for students who wish to conduct marketing activities in the future for organizations. Given full participation in the course students will:

1. gain an understanding of the marketing function in today's dynamic global business environment;
2. develop an appreciation and knowledge of how and when to implement marketing strategies;
3. show an understanding of how customers' responses to marketing affect people's lives and their culture;
4. possess a good foundation for further studies in marketing

Required Textbook:

Principles of Marketing (2018) Philip Kotler and Gary Armstrong, 17th Edition, Pearson Prentice Hall.

Course Outline:

Session	Dates	Topics	Notes
1	Tue 13 Aug (1.00 - 4.00 pm)	Introduction to marketing	Dr. Surat
2	Tue 20 Aug (1.00 - 4.00 pm)	The market environment	Dr. Surat
3	Tue 27 Aug (1.00 - 4.00 pm)	Segmentation, targeting and positioning	Dr. Surat
4	Tue 3 Sep (1.00 - 4.00 pm)	Consumer behavior	Dr. Surat
5	Tue 10 Sep (1.00 - 4.00 pm)	Qualitative market research	Dr. Surat
6	Tue 17 Sep (1.00 - 4.00 pm)	Building a brand in the consumers' mind	Dr. Surat
7	Tue 24 Sep (1.00 - 4.00 pm)	Consumer insight	Dr. Surat
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8	Tue 8 Oct (1.00 - 4.00 pm)	Product & service strategy - I	Dr. Surat
9	Tue 15 Oct (1.00 - 4.00 pm)	Product & service strategy - II	Dr. Surat
10	Tue 22 Oct (1.00 - 4.00 pm)	Pricing strategy - I	Dr. Surat
11	Tue 29 Oct (1.00 - 4.00 pm)	Pricing strategy - II	Dr. Surat
12	Tue 5 Nov (1.00 - 4.00 pm)	Distribution channels - I	Dr. Surat
13	Tue 12 Nov (1.00 - 4.00 pm)	Distribution channels - II	Dr. Surat
14	Tue 19 Nov (1.00 - 4.00 pm)	Integrated marketing communication - I	Dr. Surat
15	Tue 26 Nov (1.00 - 4.00 pm)	Integrated marketing communication - II	Dr. Surat
-	TBD	Final examination	1.30 – 4.30 pm

Note: 1) *Nov. 17 is the Commencement Ceremony Day. A make-up class is to be discussed.
2) Midterm examination period: Oct. 4-5, 7-11 and 13, 2015 (no classes held during this period)

Grading:

Term Project	30%
In Class Assignments	20%
Final Examination	30%
Participation & Discussion	10%
Peer Evaluation	10%
Total	100%

Participation and Discussion

Class participation provides students with the opportunity to share their ideas and analyses with their classmates. Students are **NOT** expected to have the "right" answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute **regularly** to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.