



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 312 Marketing Planning

Semester: 1/2019 (August 13 – November 30, 2019)

Number of credits: 3 credits (3-0-6)

Instructor: **Ajarn Suwalya Khemvaraporn**

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Class Schedule: Mondays, 13.00 – 16.00 hours

Class Room: Room 303, 3rd Floor Faculty of Economics

Course Description:

The course is designed to provide B.E. students comprehensive understanding of marketing management concepts and theories. This course will offer students the opportunity to develop and strengthen their marketing strategies as they will be required to formulate a comprehensive marketing plan that will prepare them to become successful marketing managers in the future. Students will also be exploring marketing problems and apply marketing concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the planning process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Prerequisite: MK 311

Course Objectives:

1. To provide students an in-depth understanding of how to build, develop, and analyze the complete marketing plan, a key success in strategic planning.
2. To explain how marketing and the concept of management both in planning and strategy is fundamental in the development of a marketing plan at a strategic level on both a local & international platform.
3. To identify, explore and work on practical marketing cases and apply marketing concepts in business and non-business enterprises to further strengthen the understanding of marketing management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic marketing management and planning process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Assessment:

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| Midterm Exam | 20% (September 30, 2019) |
| Final Exam | 30% (December 13, 2019) |

Project Term Paper & Presentation 30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the summer session via project mini presentations. The final presentation of approximately 20 mins. will take place on the last day of class. The booklet will be due on the day of the final Exam.

Individual Reading and Assignment (Cengage Online Book) 10%

Note: individual Cengage Reading and Assignments (both individual and group) are submitted and monitored from online date retrieved from the Cengage online which on first day of class all students are required to attend the Cengage Training and registration.

Class Participation and Attendance 10%

Note: Participation includes attendance, discussions(including Chapter Presentations) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Required Text:

O.C. Ferrell & Michael D. Hartline, Marketing Strategy Text and Cases Seventh Edition (2019) ISBN:978-981-4834-61-2, Cengage Learning Asia Pte.Ltd.

Svend Hollensen, Marketing Planning : A Global Perspective Second Edition(2010), ISBN -13 978-0-07-712713-8, McGraw_Hill Education (UK) Limited

Supplementary Reading:

All marketing/business news from all sources, particularly on the Internet.

Student Responsibility:

- Student is expected to do the reading of the chapter well before time of instruction
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important , therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.

Class Schedule

| Week | Date | Topics | Ch | Assignments |
|------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------|
| 1 | Aug.19 | Class Introduction Group Formation, class introduction & planning exercise Why prepare a marketing plan? | 1 | Group Work #1: Market Analysis |
| 2 | Aug.26 | Marketing in Today's Economy <ul style="list-style-type: none">- The Challenges and Opportunities of marketing in today's economy- Basic Marketing Concepts- Major Marketing Activities and Decisions | 1 | Individual Assignment: Chapter 1 |
| 3 | Sept.2 | Strategic Marketing Planning <ul style="list-style-type: none">- The Strategic Planning Process- The Market Plan- Maintaining Customer Focus and Balance in Strategic Planning | 2 | Group Work #2: Individual Assignment: Chapter 2 |
| 4 | Sept.9 | Collecting and Analyzing Marketing Information <ul style="list-style-type: none">- Conducting a Situation Analysis- The Internal Environment- The Customer Environment- The External Environment- Collecting Marketing Data and Information | 3 | Group Work #3: Individual Assignment: Chapter 3 |

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| 5 | Sept.16 | Developing Competitive Advantage and Strategic Focus <ul style="list-style-type: none"> - Making SWOT Analysis Productive - SWOT-DRIVEN Strategic Planning - Developing and Leveraging Competitive Advantages - Establishing a Strategic Focus - Developing Marketing Goals and Objectives | 4 | Group Work #4: Individual Assignment: Chapter 4 |
| 6 | Sept.23 | Customers, Segmentation and Target Market <ul style="list-style-type: none"> - Buyer Behavior in Consumer Markets - Buyer Behavior in Business Markets - Market Segmentation - Identifying Marketing Segments - Target Marketing Strategies | 5 | Individual Assignment: Chapter 5 |
| 7 | Sept.30 | Midterm Exam | | 13:00–15:00 hrs. |
| 8 | Oct.7 | The Marketing Program <ul style="list-style-type: none"> - Product Strategy - Pricing Strategy - Supply Chain Strategy - Integrated Marketing Communications | 6 | Individual Assignment: Chapter 6 |
| 9 | Oct.14/ Holiday TBA | Consumer Habits Study <ul style="list-style-type: none"> - The importance of research - What is a focus group? - How to conduct a focus group? In-Class focus group Simulation | | Group Work #5: Consumer Habits Study |
| 10 | Oct.21 | Branding and Positioning <ul style="list-style-type: none"> - Strategic issues in Branding - Differentiation and Positioning - Managing Brands over time | 7 | Individual Assignment : Chapter 7 |
| 11 | Oct.28 | Concept Generation Lesson <ul style="list-style-type: none"> - The concept generation process of NPD - In-class group work | | Group Work #6 New Product Concept Generation |

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| 12 | Nov.4 | <p>Ethics and Social Responsibility in Marketing Strategy</p> <ul style="list-style-type: none"> - Ethics and Social Responsibility in Marketing Strategy - Ethical Issues in the Marketing Program - Managing and Controlling Ethical Issues - Relationship to Marketing and Financial Performance - Incorporating Ethics and Social Responsibility into Strategic Planning | 8 | Individual Assignment : Chapter 8 |
| 13 | Nov.11 | <p>Marketing Implementation and Control</p> <ul style="list-style-type: none"> - Strategic Issues in Marketing and implementation - Approaches to Marketing Implementation - Internal Marketing and Marketing Implementation - Evaluating and Controlling Marketing Activities | 9 | <p>Group Work #7: New Product Concept Testing</p> <p>Individual Assignment : Chapter 9</p> |
| 14 | Nov.18 | <p>Developing and Maintaining Long-term Customer Relationships</p> <ul style="list-style-type: none"> - Managing Customer Relationships - Quality and Value: Keys to Developing Customer Relationships - Customer Satisfaction: the Key to Customer Retention | 10 | Individual Assignment : Chapter 10 |
| 15 | TBC Make up for August 12 - Holiday | <p>RECAP</p> <ul style="list-style-type: none"> - Review Project Network Details - Project Consultation Session | | - Group Consultation |
| 16 | Nov.25 | Project Presentation | | All groups to Present |
| 17 | Dec.13 | Final Exam | | 09:00–12:00 hrs. |

Remark:

| Event | Semester 1 (August - December 2019) |
|------------------------------------------------------------------------------------|----------------------------------------|
| Classes Begin | August 13, 2019 |
| Adding and Dropping Courses W/O Record | August 13 - 26, 2019 |
| Payment | August 13 - 27, 2019 |
| Mid-term Examination Period | September 30 - October 5, 2019 |
| <i>His Majesty the late King Bhumibol Adulyadej Memorial Day*</i> | <i>October 13, 2019</i> |
| <i>Substitution for His Majesty the late King Bhumibol Adulyadej Memorial Day*</i> | <i>October 14, 2019</i> |
| Course Withdrawal With "W" | October 16 - 21, 2019 |
| <i>King Chulalongkorn Memorial Day*</i> | <i>October 23, 2019</i> |
| Last Day of Classes | November 30, 2019 |
| Final Examination Period | December 2-4, 6-9, 11-16, 2019 |
| <i>The birthday of His Majesty the late King Bhumibol Adulyadej*</i> | <i>December 5, 2019</i> |
| <i>Constitution Day*</i> | <i>December 10, 2019</i> |

Remark:

* Holiday, No classes during this period