

Dear Marketing Students,

due to the fact that the Principles of Marketing course is going to start late this term, let's make proper use of your time until we start rolling.

Here are two assignments; both are due by email to svend@itsoneworld.com by September 12th.

Please send only one email including both assignments.

Include your full name and Student ID in the subject line.

If you haven't received a confirmation for your email from me by September 13th, I have not received your email; so simply forward your original email.

These two assignments contribute to your grade for your individual assignments.

I am looking forward to see you in class on September 14.

Enjoy!

Aj Svend

1)

Advertisement is a highly visible aspect of Marketing to consumers. In your role as a consumer find an advertisement (any product category) from the Thai market that you consider being "really good", in which for now it is for you to decide what "really good" means: perhaps the advertisement of your choice is extraordinarily funny, has a strong emotional impact or appeals to a course that you value. You choose.

It is important that you find advertisement that you personally as a potential consumer of that product or service consider to be "really good".

You may use online resources like www.youtube.com (search for "Thai advertisement", "Thai ad", "Thai funny ad" etc.), www.vimeo.com, www.kosanathai.com or any other online resource that you can think of. It is important that your selected advertisement is in the format of a little movie, that it is for a real product or service in the Thai market (no jokes or fakes) and that it can be presented from the Internet.

Then find an advertisement that you consider to be "really bad", the same criteria apply, just the other way round.

Include the links to your selected advertisement and a brief explanation of your choice (4 sentences max each) and send by email as outlined above.

Also get ready to share your findings in class and make sure that you can rationalize why your selected advertisement is "really good", respectively "really bad".

2)

Read "Marketing Myopia" by Theodore Levitt (attached as PDF). While this marketing classic dates from 1975, it is still highly relevant in today's business world!

Write a summary of "Marketing Myopia" and select a current product, service, brand or company in the Thai market that you feel is in danger of falling into the trap of "Marketing Myopia". For the summary and your selected product write a maximum of 1 A4 page, single spaced, Time New Roman 12 and attach to your email.