



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 312 Marketing Management

Semester 1/2012 (August 14 – December 1, 2012)

Number of credits:	3 credits
Lecture Time:	Mondays, 13:30 – 16:30 hours
Lecture Venue:	Room 304, Faculty of Economics
Instructor:	Suwalya Khemvaraporn E-mail: suwalya @ yahoo.com Contact No: (081) 842-2043

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 other either being in group or individual work.

Prerequisite: MK311

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.

Required Text

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

Assessment

Midterm Exam	20% (October 1, 2012)
Final Exam	30% (December 17, 2012)

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 semester. The term paper will be due on the last day of class with approx. 30 minutes presentation.

Class Participation and Attendance 20%

Note: Participation includes attendance, discussions and assignments. There will be open discussions and 'brainstormings' on the context, marketing cases and various business issues.

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

Date	Topic	Chapter
August 20, 2012	Class Introduction Group Formation, class introduction & planning exercise Why prepare a marketing plan?	1
August 27, 2012	Introduction The main stages of developing a marketing plan Why prepare a marketing plan?	1
September 3, 2012	Assessing the internal marketing situation Market Orientation View(MOV) Resource Based View (RBV) Market driven vs. market driving Major sources of competitive advantage: value and cost	2
September 10, 2012	Assessing the external marketing situation PEST analysis Relations to actors in the industry value net Analyzing buying processes in the B2B market	3
September 17, 2012	SWOT Analysis Elements of the SWOT Analysis Matching and converging in the SWOT Matrix The application of the SWOT analysis Necessary Analysis Benefits and Barriers to conducting a SWOT analysis	4

September 24,2012	Strategic market planning Vision and mission statement Strategic Objectives Estimation of the planning gap, and problem diagnosis The search for strategic alternatives for closing the “planning gap” Strategy evaluation and selection Estimating financial consequences	5
October 1, 2012	Midterm Exam	13:30-15:00 hrs.
October 8, 2012	The segmentation process The benefits and underlying premises of market segmentation The STP(segmentation, targeting, positioning)approach Segmenting consumer markets (B2C) Segmenting business markets (B2B)	6
October 15, 2012	Marketing mix decisions I: product Product mix decisions Different product levels Product differentiation Differentiating the augmented product Brand equity The New product development (NPD) process Brand stretching Co-branding and Ingredient Branding	7
October 22, 2012	Marketing mix decisions II: pricing Environmental factors General marketing strategy Pricing objectives Pricing strategy Pricing tactics Marketing mix decisions III: distribution The role of the intermediary Entry model strategy Designing and managing the channel structure Global distribution channel design Multiple channel strategy Logistics The Internalization of Retailing	8 9
October 29, 2012	Marketing mix decisions IV: communication Advertising Sales promotion Public relations and sponsorship Internet promotion Direct marketing Personal selling Push and Pull strategies Combining communications and distribution: multi-channel customer management (MCCM)	10
November 5, 2012	Developing and managing customer relationships Loyalty Satisfaction of customer and employees Value: customer perception of value Customer Relationship Management (CRM) One-to-one marketing Global Account Management (GAM)	11

