



Course Syllabus

MK 201 Principles of Marketing SUMMER SESSION (June 14th - July 21st , 2021)

Number of Credits:	3 credits
Lecture Date & Time:	Monday, Wednesday & Friday 9.00 a.m. – 12:00 p.m.
Online Platform:	Zoom & FB Messenger
Instructor:	Ajarn Suwalya Khemvaraporn Email: suwalya@econ.tu.ac.th Mobile: 081-842-2043

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 (2017) Philip Kotler and Gary Armstrong, 17th Edition, Pearson Prentice Hall **or any other version.**

Course Outline:

Session	Dates	Topics	Notes
1	Mon. 14 June	Introduction to marketing	Group Formation
2	Wed. 16 June	The market environment	Group Assignment
3	Fri. 18 June	Consumer insight	Group Assignment
4	Mon. 21 June	Consumer behavior	Group Assignment
5	Wed. 23 June	Segmentation, targeting and positioning	Group Assignment
6	Fri. 25 June	Building a strong brand	Group Assignment
7	Mon. 28 June	Digital marketing	Group Assignment
-	Friday, July 2, 2021	Midterm examination	9 a.m. - 11a.m.
8	Mon. 5 July	Product & service strategy - I	Group Assignment
9	Wed. 7 July	Product & service strategy - II	Group Assignment
10	Fri. 9 July	Pricing strategy - I	Group Assignment
11	Mon. 12 July	Pricing strategy - II	Group Assignment
12	Wed. 14 July	Distribution channels - I	Group Assignment
13	Fri. 16 July	Distribution channels - II	Group Assignment
14	Mon. 19 July	Integrated marketing communication (IMC) - I	Group Assignment
15	Wed. 21 July	Integrated marketing communication (IMC) - II	Final Presentation
-	Friday July 30, 2021	Final examination	9 a.m. - 11:30 a.m.

Grading:

Group Assignment	35%
Midterm Examination	25%
Final Examination	25%
Participation	15%
Total	100%

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.

Remarks:

- | | |
|-------------------------------|--------------------|
| ◆ Mid-Term Examination Period | July 1 - 2, 2021 |
| ◆ Final Examination Period | July 29 - 30, 2021 |

ACADEMIC CALENDAR

Summer Session 2020

Semester S/2020 (June 14 - July 21, 2021)	
Classes Begin	June 14, 2021
Add-drop period	June 15 – 18, 2021
Tuition payment period	June 19 – 21, 2021
Mid-term Examination Period	July 1 – 2, 2021
Withdrawal period with “W” on record	July 5 – 11, 2021
Last day of class for Semester S/2020	July 21, 2021
Asahna Bucha Day*	July 26, 2021
Buddhist Lent Day*	July 27, 2021
H.M King 's Birthday*	July 28, 2021
Final exam period	July 29 – 30, 2021

* Public Holiday, No Classes during this period