



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 202 FUNDAMENTALS OF MARKETING (Section 046402)

Semester 1/2013 (August 13 – November 31, 2013)

Number of Credits:	3 credits
Lecture Time:	Wednesday, 2.00 – 5.00 PM unless otherwise indicated
Lecture Venue:	Room 206, 2 nd floor, Faculty of Economics Thammasat University, Tha Prachan campus
Instructors:	Dr. Somboon Kulvisaechana (Course Coordinator) Email : cambridge@cantab.net Aj. Suwalya Khemvaraporn Email : suwalya@yahoo.com
Facebook Group:	BE Marketing 2013 Group 2

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 (2012) Philip Kotler and Gary Armstrong, 14th Edition, Pearson Prentice Hall.

Course Outline

Session	Dates	Topics	Notes
1	Wed 14 Aug (2 pm – 5 pm)	Introduction to marketing	Dr. Somboon
2	Tue 20 Aug (3.30 pm – 6.30 pm)	The market environment	Dr. Suthikorn
3	Wed 28 Aug (2 pm – 5 pm)	Segmentation, targeting and positioning	Dr. Pattana
4	Wed 4 Sep (2 pm – 5 pm)	Consumer behavior	Dr. Somboon
5	Wed 11 Sep (2 pm – 5 pm)	Qualitative market research	Dr. Somboon
6	Wed 18 Sep (2 pm – 5 pm)	Building a brand in the consumers' mind	Dr. Somboon
7	Tue 24 Sep (4 pm – 7 pm)	Consumer insight: Presentation I	Dr. Somboon
-	Thurs 3 Oct	Midterm examination	12.30 – 2.00 PM
8	Wed 9 Oct (2 pm – 5 pm)	Product & service strategy - I	Aj. Suwalya
9	Wed 16 Oct (2 pm – 5 pm)	Product & service strategy - II	Aj. Suwalya
10*	Wed 23 Oct (2 pm – 5 pm)	Pricing strategy - I	Aj. Suwalya
11	Wed 30 Oct (2 pm – 5 pm)	Pricing strategy - II	Aj. Suwalya
12	Wed 6 Nov (2 pm – 5 pm)	Distribution channels - I	Aj. Suwalya
13	Wed 13 Nov (2 pm – 5 pm)	Distribution channels - II	Aj. Suwalya
14	Wed 20 Nov (2 pm – 5 pm)	Integrated marketing communication - I	Aj. Suwalya
15	Wed 27 Nov (2 pm – 5 pm)	Integrated marketing communication - II	Aj. Suwalya
-	Wed 11 Dec	Final examination	1.30 – 4.30 PM

* Due to the King Chulalongkorn Day, a proper make-up class is to be discussed by Aj. Suwalya.

Note: Midterm examination period: September 30 - 5, 2013 (no classes held during this period)

Grading

Group Assignments (10% each)	20%
Midterm Examination	35%
Final Examination	35%
Participation & Discussion	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.

Important Dates

Class begins	August 13, 2013
Adding and Dropping Course	August 13 – 27, 2013
Midterm Exam	October 3, 2013; 12.30 – 2.00 PM
Course Withdrawal with “W”	October 16 – 21, 2013
Last day of classes	November 30, 2013
Final Exam	December 11, 2013; 1.30 – 4.30 PM