

## Course Outline

### **MK 202/MK 201 Principles of Marketing Sec. (046401)**

### **SEMESTER 1/2020 (August 10 - November 28)**

<b>Number of Credits:</b>	3 credits
<b>Lecture Time:</b>	Tuesdays, 2:00-5:00 pm
<b>Room:</b>	201, 2 <sup>nd</sup> Floor , Faculty of Law
<b>Instructor:</b>	Aj. Suwalya Khemvaraporn Email: suwalya@econ.tu.ac.th Contact Tel: 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, 17<sup>th</sup> Edition, Pearson Prentice Hall *or any other version*.

<b>Class Schedule:</b>
------------------------

Session	Dates	Topics	Notes
1	Tue 11 August (2:00 - 5:00 pm)	Introduction to marketing	Aj. Suwalya
2	Tue 18 August (2:00 - 5:00 pm)	The market environment	Aj. Suwalya
3	Tue 25 August (2:00 - 5:00 pm)	Consumer insight	Aj. Suwalya
4	Tue 1 September (2:00 - 5:00 pm)	Consumer behavior	Aj. Suwalya
5	Tue 8 September (2:00 - 5:00 pm)	Segmentation, targeting and positioning	Aj. Suwalya
6	Tue 15 September (2:00 - 5:00 pm)	Building a strong brand	Aj. Suwalya
7	Tue 22 September (2:00 - 5:00 pm)	Digital marketing	Aj. Suwalya
-	<b>Wed. September 30, 2020</b>	<b>Midterm examination</b>	<b>3:00-5:00 pm</b>
8	Tue 6 October (2:00 - 5:00 pm)	Product & service strategy - I	Aj. Suwalya
9	<i>Tue 13 October (Make-up)</i> (2:00 - 5:00 pm)	Product & service strategy - II	Aj. Suwalya
10	Tue 20 October (2:00 - 5:00 pm)	Pricing strategy - I	Aj. Suwalya
11	Tue 27 October (2:00 - 5:00 pm)	Pricing strategy - II	Aj. Suwalya
12	Tue 3 November (2:00 - 5:00 pm)	Distribution channels - I	Aj. Suwalya
13	<i>Tue 10 November (Make Up)</i> (2:00 - 5:00 pm)	Distribution channels - II	Aj. Suwalya
14	Tue 17 November (2:00 - 5:00 pm)	Integrated marketing communication - I	Aj. Suwalya
15	Tue 24 November (2:00 - 5:00 pm)	Integrated marketing communication - II	Aj. Suwalya
-	<b>Wed. December 16, 2020</b>	<b>Final examination</b>	<b>1:30-4:30 pm</b>

<b>Grading:</b>
-----------------

Group Assignment	35%
Midterm Examination	25%
Final Examination	25%
Participation	15%
<b>Total</b>	<b><u>100%</u></b>

