



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 202 Fundamentals of Marketing

Summer Session/2012 (June 3- July 28, 2013)



Number of credits: 3 credits

Lecture Time: Tuesday and Thursday, 9 a.m. to noon

Lecture Venue: 206, 2nd floor, Faculty of Economics, Thammasat University, Tha Prachan campus

Instructor: Dr. Nichaya (Nan) Suntornpithug

Email: suntornn@ipfw.edu
(include TU_MK202=yourname and subject of the message in the subject line)
Office hours By appointment

Course Prerequisites: -

Text: Marketing: The Core, 5th Edition by Kerin, Hartley, and Rudelius, © 2013 McGraw-Hill (ISBN: 0078028922 ISBN-13 9780078028922)

Course Website: <http://be-moodle.econ.tu.ac.th>

Course Description:

This course introduces you to the theory and practice of marketing through an analysis of marketing issues. You will explore how consumer behavior, marketing, research, environmental trend analysis, new product development,

pricing, and distribution decision, as well as, promotional considerations must interact to create a successful marketing program.

Course Objectives:

Upon successful completion of this course, you will be able to:

1. Describe marketing’s role in the firm and how the marketing function provides value in customers;
2. Explain how marketing strategies respond to the internal and external business environments and respond to customer needs and wants;
3. Compare and contrast the impact of social, situational, and individual influences on consumers’ decision processes,
4. Compare pricing strategies and tactics based upon competitors, knowledge of consumers, and requirements of the firm;
5. Evaluate communication plans that reflect the firm’s market strategy, promote the brand, and provide a cohesive message to a customer; and
6. Compare the value created by the supply chain and the differing members of the channel of distribution.

Course Approach:

Please read the assigned chapters by the dates outlined in the schedule. My lectures will reinforce key concepts in class.

To really understand this material, you must also learn to apply it. To accomplish this, you are required to:

1. Read, summarize, analyze, and present marketing examples in the context of the course. Marketing examples include a) articles from the business and popular press sources (e.g., Business Week, USA Today, NY Times, Wall Street Journal, etc.); b) advertising and other marketing activities;
2. Participate in class discussions & activities.

Grade Structure:

Final Exam	Marketing Plan	Participation	Total
		Attendance	
		Class discussion	
		Class exercises & activities (e.g., case analyses, share articles from popular press that are relevant to the class, etc.)	
500 pts	400 pts	100 pts	1,000 points

90-100%: A (4.0)	85-89%: B+ (3.5)	70-79%: C+ (2.5)	55-59%: D+ (1.5)	Below 49%: F (No credit)
	80-84%: B (3.0)	60-69%: C (2.0)	50-54%: D (1.0)	

Tentative Course Outline:

Wk	Date	Topics	Marketing Plan Milestones
1	June 4	<u>Part 1: Initiating the Marketing Process</u> Chapter 1: Creating Customer Relationships and Value through Marketing	Form group
	June 6	Chapter 2: Developing Successful Marketing and Organizational Strategies	Brainstorm
2	June 11	Chapter 3: Understanding the Marketing Environment, Ethical behavior, and Social Responsibility -Library Resource	Scan market environment
	June 13	<u>Part 2: Understanding Buyers and Markets</u> Chapter 4: Understanding Consumer Behavior	Choose a product or service
3	June 18	<u>Part 3: Targeting Marketing Opportunities</u> Chapter 7: Marketing Research: From Customer Insights to Actions	Do research about consumers
	June 20	Chapter 8: Market Segmentation, Targeting, and Positioning	Choose target market
4	June 25	<u>Part 4: Satisfying Marketing Opportunities</u> Chapter 9: Developing New Products and Services	Identify product strategy
	June 27	Chapter 10: Managing Successful Products, Services, and Brands	Identify product strategy
5	July 2	Chapter 11: Pricing Products and Services	Set price
	July 4	Chapter 12: Managing Marketing Channels and Supply Chains	Develop place strategy
6	July 9	Chapter 14: Integrated Marketing Communications and Direct Marketing	Develop promotion strategy
	July 11	Chapter 15: Advertising, Sales Promotion, and Public Relations	Develop promotion strategy
7	July 16	Chapter 17: Personal Selling and Sales Management	Develop promotion

			strategy
	July 18	Chapter 18: Implementing Interactive and Multichannel Marketing	Finalize project
8	July 23	<i>*Buddhist Lent Day**</i>	
	July 25	Project Presentation	
9	July 29	***Final Exam 1.30 PM -4.30 PM ***	

Course grades will be awarded based upon a percentage of total points accumulated as follows:

Final Exam:

Essay questions on text, videos, instructor lectures, and other assigned materials. You are expected to take a Final exam on a scheduled date. **No make-up exam is given unless documentation of a valid reason is provided.** **Academic misconduct will be subject to disciplinary action and will result in an "F".**

Marketing Plan:

1. You will be part of a group that will prepare a marketing plan for a new product/service. Your business can be based on an existing product/service category but you will NOT be presenting a marketing plan for an existing company or existing brand (e.g., Nike, Dell). You need to make your case why consumers should choose your product/service over competitors.
2. Since the main purpose of this project is for you to apply the concepts covered in this course, you should:
 - a. draw on the marketing concepts and strategies covered in this course;
 - b. include unique and creative ideas that will enable your company to differentiate itself and create competitive advantage;
 - c. make sure your strategies and marketing plan in general incorporates the impact of technology and the globalization;
 - d. effectively communicate your ideas and strategies by using a professional language and following the guidelines provided to you;
 - e. make the utmost effort to work with your group members as a professional group. All group members should contribute to all sections of the project.
3. Please read following documents carefully for detailed instructions and guidelines.
 - a. At the end of each text chapter there is a section titled "Building Your Marketing Plan." Please read this section as you read each chapter, as it will help you in writing your plan.

- b. Appendix A: Building an Effective Marketing Plan & Sample Five-Year Marketing Plan on page 44-57.
- c. Marketing Plan (MP) Student Guide
- d. MP Outline
- e. MP Project Management Ideas
- f. Guidelines for MP Team Meetings
- g. Writing Suggestions for Marketing Plans

4. Important notes for the Term Project:

- a. Your project idea should be submitted for approval by the end of Week 2.
- b. A significant portion (at least 50%) of your plan should be devoted to “Marketing Strategy” (especially Marketing Program) section.
- c. The final marketing plan must not be more than 10 single-spaced pages long.
- d. You will need to submit a hard copy of your project in the class on the due date and you should also have an electronic copy of your project emailed to me by the same deadline.
- e. If any, additional instructions will be posted on the *Moodle* site.
- f. * Grades on the “Marketing Plan” project may be adjusted based on peer evaluations. You will provide feedback on each group member’s effort and contribution to group project. Please give careful consideration to these evaluations.
- g. If you have any questions or need assistance, please consult with me in advance.

Class Participation and Professionalism:

- 1. Participation includes class attendance, professionalism, reading assigned materials, sharing marketing news, participating in class exercises, overall preparation for class, and actively contributing your thoughts and personal experiences.
- 2. If you must miss a class, you must call or e-mail me to receive an excused absence. Failure to do so will hurt your final grade. My record of attendance is official and final.
- 3. Your appearance needs to reflect positively on you. From a marketing perspective your appearance and behaviors offer a visual package and you want people to accept and support your viewpoints. You want to market yourself professionally and this class offers an opportunity to practice those behaviors.

CLASS POLICIES:

- 1. Failure to complete any projects or assignments to which points are assigned will automatically result in an assignment of the F grade for the course.

2. **All grades are final.** If you have any questions, I will be happy to discuss any concerns you have *before the assignment is due.*
3. **The schedule may be changed anytime by the instructor. You are responsible for any changes announced in class.**
4. If Thammasat closes for any reason, the material for that class session will be added to the scheduled material for the next class meeting. **GOOD LUCK!**

Important Dates:

Classes Begins	June 3, 2013
Adding and Dropping Courses	June 3 – 10, 2013
Midterm Exam Period	June 19 – 21, 2013
Midterm exam	–
Course Withdrawal with “W”	July 3 – 5, 2013
Class Ends	July 28, 2013
Final exam	July 29, 2013, 1:30 PM – 4:30 PM