



Course Outline

MK201 Principles of Marketing

Semester 1/2023 (August 15 - December 4, 2023)

Lecture Time: Tuesday, 13.00-16.00 hours

Lecture Venue: Room 206

Teaching Materials Platform: www.facebook.com/groups/mk201be166/

Instructor:

Name: Assoc. Prof. Dr. Surat Teerakapibal

Office Hours: Tuesday, 16.00-17.00 hours

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Phone: 02 613 2047

Number of Credit: 3 Credits (3-0-6)

Prerequisite: -

Course Description:

A study of marketing as one of the core business functions. This course provides an overview of modern marketing with an emphasis on concept of marketing and its economic and social impact, consumer behavior, and process of fundamental marketing mix management. This course concludes with discussion on responsibility and ethics of marketers.

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

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Understand about intellectual property rights. Be punctual in attending classes and sending assignments.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes
●	2.1 Acquire knowledge on and understand the important concepts in business management.	Understand marketing concepts and disciplines and be able to link with related fields of business management.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
N/A	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	2.4 Acquire the knowledge on academic advancement and professional development in	

	business management including the understanding of the situational adaptability and its impacts on business.	
	3. Intellectual Development	Expected Learning Outcomes
●	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Be able to cite references properly and use various references. Use the proper information in analysis.
N/A	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	4.2 Be creative and constructively criticize to solve problem of the team.	Show creativity through assignments and presentation. Be able to ask questions and discuss in class creatively.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	

N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
N/A	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
●	5.4 Be able to utilize the information technologies or others to support the business operations.	Use technology in searching information and communication effectively.

Remark: ● Primary expected outcome ○ Secondary expected

Main Text:

Principles of Marketing (2018) Philip Kotler and Gary Armstrong, 17th Edition, Pearson Prentice Hall.

Recommended Texts & Materials

Suggested Readings:

Grading Criteria:

Term Project	30%
In Class Assignments	20%
Final Examination	30%
Participation & Discussion	10%
Peer Evaluation	10%
Total	100%

Tentative Class Schedule:

Session	Dates	Topics	Notes
1	Tue 15 Aug (1.00 - 4.00 pm)	Introduction to marketing	Dr. Surat
2	Tue 22 Aug (1.00 - 4.00 pm)	The market environment	Dr. Surat

3	Tue 29 Aug (1.00 - 4.00 pm)	Segmentation, targeting and positioning	Dr. Surat
4	Tue 5 Sep (1.00 - 4.00 pm)	Consumer behavior	Dr. Surat
5	Tue 12 Sep (1.00 - 4.00 pm)	Qualitative market research	Dr. Surat
6	Tue 19 Sep (1.00 - 4.00 pm)	Building a brand in the consumers' mind	Dr. Surat
7	Tue 26 Sep (1.00 - 4.00 pm)	Consumer insight	Dr. Surat
8	Tue 10 Oct (1.00 - 4.00 pm)	Product & service strategy - I	Dr. Surat
9	Tue 17 Oct (1.00 - 4.00 pm)	Product & service strategy - II	Dr. Surat
10	Tue 24 Oct (1.00 - 4.00 pm)	Pricing strategy - I	Dr. Surat
11	Tue 31 Oct (1.00 - 4.00 pm)	Pricing strategy - II	Dr. Surat
12	Tue 7 Nov (1.00 - 4.00 pm)	Distribution channels - I	Dr. Surat
13	Tue 14 Nov (1.00 - 4.00 pm)	Distribution channels - II	Dr. Surat
14	Tue 21 Nov (1.00 - 4.00 pm)	Integrated marketing communication - I	Dr. Surat
15	Tue 28 Nov (1.00 - 4.00 pm)	Integrated marketing communication - II	Dr. Surat
		Final examination	

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
<i>the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.</i>	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with "W" on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with "w" on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023

Remark * Holiday, No classes during this period
Updated: July 24, 2023