

Course Outline

MK395: Special Topics in Marketing 1

Semester 1/2022 (August 8th – November 27th 2022)

Number of Credit: 3 Credits

Prerequisite: MK201 or approval by the instructor

Course Description:

The course introduces students to various data search, data collection, and data preparation techniques. These data include both internal and external data as well as big data online. Subsequently, students will learn how to analyze these data to uncover marketing insights before deriving data-driven marketing decisions in the areas such as positioning, pricing, distribution, and integrated marketing communication.

Course Objectives:

Students will:

- (1) Be familiarized with marketing information available for making marketing-related decisions
- (2) Be able to identify and select appropriate information for making a marketing-related decision
- (3) Be able to analyze marketing information to make a sound marketing-related decision and strategy

Class Time and Logistic

Class day: Thursday

Class time: 14.00 – 17.00 Hrs.

Venue: 60th Year Conference Room 3, 4th Floor

Instructor:

Name: Assoc.Prof. Surat Teerakapibal, Ph.D.

Office Hours: Tuesdays, noon – 2pm

Email: suratt7@tbs.tu.ac.th

Phone: 094 7879892

Main Text:

Lilien, G.L, Rangaswamy, A. and De Bruyn, A. *Principles of Marketing Engineering*.

Teerakapibal, Surat. *Text Analytics for Marketing Research*.

Teerakapibal, Surat. *Behavioral Models for Marketing Research*.

Recommended Texts & Materials

Suggested Readings:

Grading Criteria:

Term Project	50%
In Class Assignments	40%
Peer Evaluation	10%
Total	<u>100%</u>

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1. Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
●	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	Business solutions with concerns regarding stakeholders

	2. Knowledge	Expected Learning Outcomes
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
N/A	2. Acquire knowledge on and understand the important social and science concepts related to business management.	
●	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.	Business solutions with holistic views of the business
N/A	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
N/A	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.	
●	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.	Integrated business solutions
N/A	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	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
N/A	2. Be creative and constructively criticize to solve problem of the team.	
●	3. Be responsible in lifelong learning to develop self and professional career.	Ability to self-teach novel methods
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
●	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	Business solutions derived from analyzing related data
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	

N/A	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.	
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Tentative Class Schedule:

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#1: 11 August 2022	Introduction to Marketing Research and its Evolution	• Workshop • Class Discussions
#2: 18 August 2022	Real Marketing Research Case	• Workshop • Class Discussions
#3: 25 August 2022	Research Question Formulation	• Workshop • Class Discussions
#4: 1 September 2022	Samples and Sampling Techniques	• Workshop • Class Discussions
#5: 8 September 2022	Questionnaire Designs and Other Data Sources	• Workshop • Class Discussions
#6: 15 September 2022	Descriptive and Inferential Statistics	• Workshop • Class Discussions
#7: 22 September 2022	Experimental Design and ANOVA	• Workshop • Class Discussions
#8: 6 October 2022	Term Project Update	• Presentation • Class Discussions
#9: 13 October 2022 (No class: Public Holiday) Make-up class: TBA	Regression Analysis	• Workshop • Class Discussions
#10: 20 October 2022	Demand Forecasting	• Workshop • Class Discussions
#11: 27 October 2022	Behavioral Models	• Workshop • Class Discussions
#12: 3 November 2022	Perceptual Mapping	• Workshop • Class Discussions
#13: 10 November 2022	Segmentation	• Workshop • Class Discussions
#14: 17 November 2022	Data Visualization	• Presentation • Class Discussions
#15: 24 November 2022	Term Project Presentation	• Workshop • Class Discussions