



Course Outline

Course ID: MK201

Number of Credit: 3

Prerequisite: None

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:

1. To understand the importance and roles of marketing in the society; and how socially responsible marketers should be;
2. To understand and to be able to explicate the relevant concepts and elements of marketing principles;
3. To be able to analyze basic marketing practices of real-world companies;
4. To be able to apply and integrate the concepts of marketing in the forthcoming courses.

Class Time and Venue:

Date:

Time:

Venue:

Main Text: Principles of Marketing (2016), Sixteenth Edition (Global Edition) by Phillip Kotler and Gary Armstrong, Pearson Education Limited. (Excluding chapter 2, 4, 6, 16-20) (optional: no need to buy...up to you)

Suggested Readings: Marketing/Business Magazines and Marketing/Business Newspapers
Up-to-date Issues in Marketing on the Internet

Grading Criteria:

Class Participation and discussion	10%
Assignments	20%
Midterm Examination	30%
Final Examination	40%
Total	<u>100%</u>

**Midterm Exam:**

TBA

Final Exam:

TBA

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.



Class Participation and Discussion

Participation in both in class and your team is essential. Class attendance is required and it will be counted as participation. For in class participation, you can ask questions; offer an idea, experience or perspective. You can challenge what the text says, what I say, what your classmates say, or what “conventional wisdom” says. You may share what you have read, seen, watch, experienced, which are relevant to the topics teaching in class.

Assignments Details:

There are 3 main assignments for this course. All assignments have to be turned in electronically to lecturer's e-mail according to scheduled due date.

Students have to form 7 groups in class. Every groups need to have equal number of students, only 1 person difference is allowed.

Assignment 1: Marketing Concepts (10 Scores) – skip and give free scores

Each team will get a topic from the list by lucky draw. Then, you have to read the topic from the PPT slides and other sources from Internet. You have 10 minutes to present in class as schedule starting at 9.30 a.m. The presentation includes explanation **briefly** about the concepts (no need to go deep in details and cover all topics in the chapter. Just pick some interesting topics.) and demonstration to make friends understand more and see clear picture about the assigned topic. Demonstration may include role play, game show, reality show, whatever that makes your friends understand the concepts with creative and fun atmosphere. You can make VDO clip and open in class if you'd like to.

The e-mail subject and file name should be named as following format: (for any files that you have, if any.

Ex. PPT slides, VDO clip)

MK201_ Group No (2 digits)_A1_ Mon. e.g. MK201_01_A1_Mon. (MK201 assignment 1 of group 01, Monday Class)

ID	Topics	Scheduled presentation week
1.1	Customer Need and Wants & Value proposition	3
1.2	Segmentation, Targeting, and Positioning	6
1.3	Product Assortment	7
1.4	New Product Development	8
1.5	Pricing Strategy (Chapter 11)	10
1.6	Marketing Channel	11
1.7	Integrated Marketing Communication (IMC)	13



Assignment 2: Marketing Minutes (5 Scores)

Each team has to search and select an article from public sources e.g. newspaper, magazine, Internet, etc. The article should be not older than two months before your scheduled presentation date. Please choose the one that you think is interesting and has marketing implications. Then, you have to analyze the case stated in the article and discuss by linking with marketing concept. There is no fix format for presentation. The objective for this assignment is to enable student to use marketing concept to explain marketing phenomena happening in the real world. You may provide recommendation to solve the problem or present logical thinking in term of explaining why the case happen or else. You have 10 minutes to present **after the break** of each class (7 classes). You have to scan or send the link of the selected article with your power point before midnight of your scheduled presentation date. The presentation dates are the same as Assignment 1, but different groups will present in order to have variety of presentation style. The e-mail subject and file name should be named as following format:

MK201_Group No (2 digits)_A2_Mon. e.g. MK201_01_A2_Mon. (MK201 assignment 2 of group 1, Monday Class)

Assignment 3: Marketing Questions (5 Scores) – skip and give free scores

Each team will be assigned two chapters/group. Then, you have to write 20 questions in 5 multiple choices format and specify the answer (20 questions for both chapters).

Please do 7 concept questions and 13 applied questions for each group.

Group No.	Assigned Chapters
1	1,3
2	5,7
3	8-9
4	8-9
5	10-11
6	12-13
7	14-15

Pls send in word file by email. Pls type separately between two chapters and put chapter numbers up top of each part. For example:

Chapter 1

1....

2.....

Chapter 2

1....

2.....



This assignment has to be turned in electronically by 9.00 a.m. on class no.14 (week 14). The e-mail subject and file name should be named as following format:

MK201_ Group No (2 digits)_A3_Mon. e.g. MK201_01_A3_Mon. (MK201 assignment 3 of group 01, Monday Class)

Remark: Students participating in group assigned work is a key ingredient in student learning. When students are able to verbalize their ideas, listen to one another, share authentic discussion, and create common products, they are much more actively engaged in the learning process. So all members within the group should be equally contribute to work. Student who unequally share workload call free-rider. Students who contribute money or food or unrelated with the assigned work also refers to free-rider. Free-rider can make group work unpleasant experience for every members in the group. In addition, the grade would be misleading and unfair for hard working students in the group. There are numerous ways to solve this problem e.g. “Groups can (Pfaff, E., and Huddleston, P., 2003)

- *Partition the task early on, assigning various parts and tasks to individual group members. The group can generate a list of who's doing what, distribute the list to all group members, and then include a copy with the final project indicating if and when group members delivered.*
- *Put intermediate deadlines on tasks, like when the research will be done or when the first drafts will be completed. Then if a member doesn't deliver, the group discovers they've got a problem while there is still time to do something about it.*
- *Not confirm free-riding behaviors by accepting excuses offered by the group member who arrives unprepared. Group members should listen to the excuse but not respond by saying, “not a problem” or “it's okay.” They should discuss as a group what needs to happen and give the member clear instructions as to what needs to be delivered and when.*
- *Group members can partner on tasks, especially if the tasks are related. They don't do the work jointly; but they look out after each other, emailing about progress or problems, meeting to talk about how the work is progressing, or sharing early versions of the material. Peer pressure can be a potent motivator, and if it doesn't work, again, the group finds out before the project is due.”*

However, if groups cannot solve free rider by yourselves, you can report lecturer. Your name will be kept confidential. Lecturer will take responsibility in assigning individual assignment for free rider.

Source:

- 1) Pfaff, E., and Huddleston, P. (2003). Does it matter if I hate teamwork? What impacts student attitudes toward teamwork. Journal of Marketing Education, 25 (2), 37-45.
- 2) Weimer, Maryellen (2009), Dealing with Free Riders. Retrieved on July 21, 2016. From : <http://www.facultyfocus.com/articles/teaching-and-learning/dealing-with-free-riders/>



Examinations:

There will be a mid-term and a final exam in this course. Study guides will be provided for both exams. **There will be no makeup exam.** You have to attend as scheduled by the program. Exams are not compulsory. You may decide not to attend the exams, but your final grade will be evaluated base on your final raw score at the end of the semester.

Participation Scores and Some Guidelines

1. I'll open songs for you to build atmosphere. Class will start at 9.05 a.m. and have a break during 10.30-10.45 a.m. The class will finish at 11.50 a.m. I give 10 min. for you to ask the questions after class. If you want more time, please feel free to talk after class as well.
2. Class participation and discussion scores (10%) are divided into 3 parts.
 - 2.1 Attendance (2%). I know you have to sign your names in front of the class, but I also would like to call your nicknames and see your face so I get familiar with each of you. If you come for 80% which is 12 out of 15 times, you'll get 2% full. If less, scores will be deducted proportionally.
 - 2.2 Individual participation (4%). You have to ask or answer the questions in class. One answer counts for 1 mark. You'll get only 1 mark per session (3 hrs.). Pls feel free to answer more than once. Maximum scores that you'll get from answering in this course is 8 marks. In class, sometimes I'll ask you to have a discussion in a group of 2-4 persons then answer me the questions. This is the individual participation scores included in 8 marks total. No need for the whole group to get score at the same time. You can take turn. One or more person from the same group can answer. At the end, everyone will get scores. If you don't get scores that the beginning period of the course, please make sure that you have time to answer for 8 consecutive sessions.
 - 2.3 Group scores (4%) including group discussion and presentation/answering questions in class. This is the group that you register to do group assignments. When you present the assignment in class, I count this as group scores. I will also assign some group activities to do in class. When you hand in paper, you'll get group scores. I may select only a few groups to present in class or ask all groups to present or answer a bit for each group because time is so limited. This is just participation scores. You just participate to get scores. For assignment scores, I look at work quality. you have to attend the class in order to get the group scores.



3. I'll check attendance at 9.30 a.m., then each group presents Marketing Concepts (Assignment 1: within 10 min.) and Marketing Minutes (Assignment 2: within 10 min.) after the break on the assigned date. You don't have to read all details of what you've done. Just present main/important ideas that are easy for friends to understand plus examples/situations to make it clear. After each presentation, one audience has to ask one question about the presentation and another audience has to give comments about the concepts and style of the presentation (individual participation scores). If no one volunteers, presenters will call friends randomly. Please email me the files of your presentation too. It can be PowerPoint, word, VDO clip, etc.
4. Please turn off mobile phone or keep it silence and do not use it in the class unless I assign you to do assignment in class and you need to search more info to answer questions in class. Feel free to use it during the break.

Tentative Class Schedule:

Session/Date & Time	Topics	Activities/Text & Materials/ Media
	Course Introduction Marketing: Creating Customer Value and Engagement - What Is Marketing? - Understanding Customer Needs - Customer Value-Driven Marketing Strategy - Creating Customer Value and Engagement	Course Outline brief Chapter 1 Class Discussion Read Chapter 3
	Analyzing the Marketing Environment - The Microenvironment - The Macroenvironment	Chapter 3 Class Discussion Read Chapter 5
	Analyzing the Marketing Environment (cont.) The Macroenvironment	Chapter 3 Class Discussion Read Chapter 5
	Consumer Markets and Buyer Behavior - Model of Consumer Behavior - Characteristics Affecting Consumer Behavior	Chapter 5 Class Discussion Read Chapter 5 cont.
	Consumer Markets and Buyer Behavior (cont.) - The Buyer Decision Process - The Buyer Decision Process for New Products	Chapter 5 cont. Class Discussion Read Chapter 7
	Customer-Driven Marketing Strategy Market Segmentation	Chapter 7 Class Discussion

Session/Date & Time	Topics	Activities/Text & Materials/ Media
	- Market Targeting - Differentiation and Positioning	Read Chapter 8
	Products, Services, and Brands - Product and Service Decisions - Branding Strategy	Chapter 8 Class Discussion Read Chapter 9
	Midterm Exam Period: Sept.26, 2021-Oct.3, 2021 (No class) (Chapter 1,3,5,7-8)	Our midterm: Monday, September 27, 2021 during 1.00-2.30 p.m.
	New Product Development and Product Life-Cycle Strategies - New Product Development Strategy - The New Product Development Process - Product Life-Cycle Strategies - Additional Product and Service Considerations (Social Responsibility)	Chapter 9 Class Discussion Read Chapter 10
	Pricing Major Pricing Strategies Other Internal and External Considerations Affecting Price Decisions	Chapter 10 Class Discussion Read Chapter 11
	Pricing Strategies - New Product Pricing Strategies - Product Mix Pricing Strategies - Price Adjustment Strategies	Chapter 11 Class Discussion Read Chapter 12
	Marketing Channels - Channel Behavior and Organization - Channel Design Decisions - Marketing Logistics and Supply Chain Management	Chapter 12 Class Discussion Read Chapter 13
	Retailing and Wholesaling - Retailing - Wholesaling	Chapter 13 Class Discussion Read Chapter 14
	Engaging Customers and Communicating Customer Value - The Promotion Mix - Integrated Marketing Communications - Communication Process - Promotion Budget and Promotion Mix - Socially Responsible Marketing Communication	Chapter 14 Class Discussion Read Chapter 15
	Guest speaker 1.5 hrs+ wrap up (The date and time will be changed.)	
	Advertising and Public Relations - Advertising - Public Relations	Chapter 15 Class Discussion

ession/Date & Time	Topics	Activities/Text & Materials/ Media
	Final Exam (Chapter 9-15 for multiple choices, Chapter 7-15 for written exam)	

Note: *Session 14 M.15/11/21 Guest speaker is from Loreal USA. Her time is 11-12 hours behind us. Therefore, I'd like to discuss with you in class about the new date and time that you're available. She'd be able to come at 9.00 a.m.