

Course Outline

MK495: SPECIAL TOPICS IN MARKETING 2

Semester 2/2021 (January 10th – May 7th, 2022)

Number of Credit: 3

Prerequisite:

Course Description:

Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.

Course Objectives:

In this course, we will learn how machine learning techniques can be employed to solve marketing problems. Students will learn R/python programming language before using it to make marketing decisions. Text analyses will also be covered in this class.

Class Time and Logistic

Class day: Tuesdays

Class time: 2.00-5.00 PM

Teaching Materials Platform: Facebook Group: MK495 BE 2/21 (URL: <https://www.facebook.com/groups/3032971943584045>)

Meeting Platform: MTeams (URL: <https://teams.microsoft.com/l/team/19%3aKiOo6G2dWSQPISuM2AtujkJOEXC64KIyOumbBXLdjpQ1%40thread.tacv2/conversations?groupId=b593ff56-1cb0-4d1f-8a1b-3b2dc0396c55&tenantId=0a43deb9-efb0-4f46-8594-71899230fda6>)

Instructor:

Name: Assoc. Prof. Dr. Surat Teerakapibal

Office Hours: 1.00-2.00 PM

Email: suratt7@tbs.tu.ac.th

Phone:

Main Text: Teerakapibal, Surat. Text Analytics for Marketers.

Recommended Texts & Materials

Suggested Readings:

Grading Criteria:

Assignments	20%
Term Project	70%
Peer Evaluation	10%
Total	100%

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	Able to discuss social implications of pricing strategies proposed
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
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:
N/A	2.1 Acquire knowledge on and understand the important concepts in 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.	
●	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.	Able to discuss impacts of pricing strategies
	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.	
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.	
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
●	4.3 Be responsible in lifelong learning to develop self and professional career.	Able to learn new methods on their own
	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.	
●	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	Able to appropriately present findings to target audience

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.	
N/A	5.4 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	Text Analytics for Marketers: An Overview	- Lecture - Class Discussions - PowerPoint Slides
2	Mathematics Reviews	- Lecture - Class Discussions - PowerPoint Slides
3	Introduction to Python Programming	- Lecture - Class Discussions - PowerPoint Slides
4	Introduction to Python Programming	- Lecture - Class Discussions - PowerPoint Slides
5	Regression Analysis	- Lecture - Class Discussions - PowerPoint Slides
6	Components of Texts	- Lecture - Class Discussions - PowerPoint Slides
7	Text Representation	- Lecture - Class Discussions - PowerPoint Slides
8	Term Project Proposal	Presentation
9	Dimensionality Reduction	- Lecture - Class Discussions - PowerPoint Slides
10	Text Visualization	- Lecture - Class Discussions - PowerPoint Slides
11	Clustering	- Lecture - Class Discussions - PowerPoint Slides
12	Language Models	- Lecture - Class Discussions - PowerPoint Slides
13	Sentiment Analysis	- Lecture - Class Discussions

		- PowerPoint Slides
14	Topics Model	- Lecture - Class Discussions - PowerPoint Slides
15	Term Project Presentation	Presentation

First Semester of Academic Year 2021 (August 9 – December 17, 2021)

Advanced Registration (For 2nd year – 4th year student)	July 5 – 8, 2021
Tuition Fee Payment (For 2nd year – 4th year student)	July 9 - 11, 2021
Advanced Registration (For 1st year student Only)	August 2 - 3, 2021

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period