

MK319 Course Outline

semester 1/2024

Lecture Time: Monday, 13.00-16.00 hours

Lecture Venue: Room 202

Teaching Materials Platform: [Google Classroom / MS Team / Facebook Group/ etc. Please specify with an actual URL or access code.]

Instructor:

Name: Ajarn Wan Thabkrajang

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Prerequisite: MK312

Course Description:

Digital marketing strategy course is to educate students to understand how to apply digital technologies to craft marketing strategies in responding to consumer and business markets in the digital era. The content of this course contains four parts that are issues and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy.

Course Objectives:

- a) Students can analyze digital technologies' impact on the competitive landscape, driving to digital transformation.
- b) Students understand digital technologies as tools to craft a digital marketing strategy
- c) Students can apply digital technologies as part of a digital marketing strategy in developing an organization's competitive advantage.
- d) Students can determine key performance indicators to align with digital marketing strategy
- e) Students can understand business formation

Grading:

EVALUATION CRITERIA		Percentage
a)	Class Participation [Individual] - In-class discussion - Student self-reporting method	10
b)	Class Attendance [Individual] [Morality and Ethics + Responsibility]	15
c)	Individual Assignments and Report [Individual] page 6	20
d)	Group Report and Presentation [Group] page 5	40
e)	Peer Evaluation [Individual] - Group assignment contribution	15

Tentative class schedule

Week	Topic	Content
Module I: Introduction to branding and digital marketing		
1	MK319 Class Introduction Session	• Course Outline • Introduction to digital marketing • Review marketing process • Basic introduction on company structure [Class activity #1: Company formation]
2	Branding and Digital Marketing	• Branding & Product design • Business Model Development • Business decision making [Class activity #2: Company business formation & Product selection] #Group Assignment 1
3	Customer Decision Journey	• Segmentation, Targeting, Positioning Review • Marketing funnel • KPI
4	Digital Marketing Objectives and Digital Marketing Metrics	• Digital marketing tools & channels • Introduce common digital marketing tools [Class activity #3: Company product launch]
5	Social Media Marketing	• Facebook, Instagram, TikTok etc.
6	Group Presentation	Group Presentation #1
Module II: Digital Marketing Strategy Formulation		
7	Guest Speaker [19 th Feb, 2024]	Guest Speaker
8	Chat Marketing	• Line OA + Line MyShop • Chatbot • Email • Website [Class activity #4: Company marketing strategy & channels] #Group Assignment #2

9	Digital Marketing Strategy and Budgeting	• Case Studies Sharing • Digital Marketing and Math
10	Delivering the digital customer experience	• Omni Channel • O2O Channel • E-Marketplace • UX/UI
11	Digital Marketing Communication: Campaign Planning	• Digital Advertising [Google; Facebook; etc.] • Promotion • Brand big campaign [Class activity #5: Digital campaign budget planning & allocation]
12	Measurement and analysis	• How to measure result from digital marketing • Data analysis [Final consult for presentation]
13	Guest Speaker	Guest Speaker
14-15	Presentation	Final Project Presentation

Digital Marketing Strategy Project Report and Presentation (Group)

This class requires teams for the project and presentation.

Objectives:

- a) students understand the process to develop digital marketing strategy
- b) students can apply digital technologies and knowledge study throughout this course in generating a digital marketing strategy
- c) students can understand formation of company and operation processes

Setting:

Assume that students play different roles in Thailand labor market. Forms a company with at least 4 roles (each role can have more than 1 person according to workload), take it as a start up with 5 million THB registered fund.

- Set up job description of each role
- Set up wage level of each role
- Develop a product and set up marketing strategy
- Operate your company.
- Remember to do accounting

Goal:

Pitch for investors at the end of this semester!

Each group will have 20 minutes to present and 15 minutes for Q & A. And your Oral Presentation

- a) Clarity:** Does the presentation easy to understand and adequately motivated by material? 15 Points
- b) Coherence:** Did the presenter provide information in an ordered, logical, professional manner? 30 Points
- c) Creativity:** Does idea from the presenter provide interesting points and presentation? 20 Points
- d) Practical:** Does the presenter create the presentation based on applicable ideas both in term of finance and marketing? 25 Points
- e) Investor Evaluation:** All students in the class are investors, the score will be given based on peer evaluation 10 Points

Submission Instruction

Report and presentation files have to submit via Email

- PowerPoint file
- Other filetypes that use in the presentation

All file name should structure as **MK319-BE-Company Name**

Individual Report

Report Style Instruction

- Page size : A4 size
- Font size : Heading Level 1 – Arial Font 12 pt. and Bold, left align
Heading Level 2 – Arial Font 10 pt. and Bold, left align
Body Text – Arial Font 10 pt. and Regular,
For new paragraph indent by 0.5 cm and 1.5 line spacing
- Line spacing : Single Space
- Margin : 1" for all 4 sides
- Bibliographies : APA style
- Page Limitation : Report Proposal - *no more than 5 pages inclusive**
Final Written Report - *no more than 30 pages inclusive**
**Title page (member namelist) + Appendix are excluded.*

Grading on Written Report

The marks will assign for written clarity based on the following evaluations

- What is your work scope in the company (1 Pages) ?
- What is your contribution throughout the project (3-5 Pages Portfolio)
- Select 2 best projects from competitors to analyze (3 Pages each)
 - SWOT analysis if you have to persuade your board to invest on this project
 - Select existing competitors from the market and compare to your selection
 - Why you think it worth to invest in this company?

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