



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 202 FUNDAMENTALS OF MARKETING

Semester 1/2012 (August 14 – December 1, 2012)

Number of credits:	3 credits
Lecture Time:	Thursdays, 2.00 – 5.00 p.m.
Lecture Venue:	Room 206, Faculty of Economics
Instructors:	

Dr. Somboon Kulvisaechna
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Dr. Nopporn Ruengwanit
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Dr. Pattana Boonchoo
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Dr. Suthikorn Kingkaew
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Aj. Suwalya Khemvaraporn

Course Description:

A study of concepts and theories related to marketing and value creation for customers. Principal topics include marketing strategic formulation, consumer research, core marketing strategies (segmentation, targeting and positioning), and essential marketing activities to add value to the brand. This course provides perspectives fundamental to the marketing foundation for which marketing strategies are formed.

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

Required Text and Materials:

- **Marketing: An Introduction (An Asian Perspective)** by Armstrong, Kotler and da Silva, 7th Edition, Prentice Hall
- **Strategic Brand Management** by Kevin Lane Keller, 3rd Edition (International), Prentice Hall

Course Outline:

Session	Dates	Topics	Notes
1	Thurs 23 Aug	Introduction to marketing	Dr. Somboon
2	Sun 2 Sep (9 am -12 pm)	The market environment	Dr. Suthikorn
3	Sun 2 Sep (1 - 4 pm)	Value chain in marketing	Dr. Suthikorn
4	Thurs 13 Sep	Segmentation, targeting and positioning	Dr. Pattana
5	Thurs 20 Sep	Consumer behavior	Aj. Suwalya
6	Thurs 27 Sep	Qualitative market research	Dr. Somboon
-	Thurs 4 Oct	Midterm examination	3.30 – 5.00 p.m.
7	Sun 7 Oct (9 am -12 pm)	Consumer insight	Dr. Somboon
8	Sun 7 Oct (1 - 4 pm)	Presentation I	Dr. Somboon
9	Thur 11 Oct	Marketing in the digital age	Dr. Nopporn
10	Thur 18 Oct	Product & service strategy	Dr. Nopporn
11	Thur 25 Oct	Integrated marketing communication	Aj. Suwalya
12	Thur 1 Nov	Presentation II	Aj. Suwalya
13	Thur 8 Nov	Pricing strategy	Dr. Pattana
14	Thur 15 Nov	Distribution channel	Dr. Suthikorn
15	Thur 22 Nov	Presentation III	Dr. Nopporn
-	Fri 14 Dec	Final examination	9 am – 12 pm

Note: Midterm examination period: October 1 – 6, 2012 (no classes held during this period)

Grading:

Group Assignments (10% each)	30%
Midterm Examination	30%
Final Examination	35%
Participation & Discussion	5%
Total	100%

Assignments:

Throughout the course, three group assignments will be given as a means to reinforce the marketing theories and concepts discussed in class. Students are required to form their team to complete all assignments, each of which is worth 10 % of the total marks.

Participation and Discussion

Class participation provides students with the opportunity to share their ideas and analyses with their classmates. Students are NOT expected to have the “right” answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute *regularly* to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.

Important Dates:

Classes Begins	August 14, 2012
Adding and Dropping Courses	August 14 – 28, 2012
Midterm Exam Period	October 1 – 6, 2012 (No Lectures)
Midterm Exam	October 4, 2012 (15.30 – 17.00 hrs)
Course Withdrawal with “W”	October 17 – 22, 2012
Class Ends	December 1, 2012
Final Exam	December 14, 2012 (9.00 – 12.00 hrs)
