

COURSE OUTLINE
MK 312 Marketing Planning
Semester 1/2020 (August 10 - November 28)

Session Day and Time: Thursdays, 14:00-17:00 hrs.

Room: 201, 2nd Floor, Faculty of Economics

Course Instructor: Aj. Suwalya Khemvaraporn

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Course Description:

The course is designed to provide B.E. students comprehensive understanding of marketing planning concepts and theories. This course will offer students the opportunity to develop and strengthen their marketing strategies as they will be required to formulate a comprehensive marketing plan that will prepare them to become successful marketing managers in the future. Students will also be exploring marketing problems and apply marketing concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the planning process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Prerequisite: MK 311

Course Objectives:

1. To provide students an in-depth understanding of how to build, develop, and analyze the complete marketing plan, a key success in strategic planning.
2. To explain how marketing and the concept of management both in planning and strategy is fundamental in the development of a marketing plan at a strategic level on both a local & international platform.
3. To identify, explore and work on practical marketing cases and apply marketing concepts in business and non-business enterprises to further strengthen the understanding of marketing management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic marketing management and planning process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Assessment:

Midterm Exam
Final Exam

20% (October 1, 2020)
30% (December 16, 2020)

Project Term Paper & Presentation 30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the term sessions via project mini presentations. The final presentation of approximately 20 mins. will take place on the last day of class. The booklet will be due on the day of the final Exam.

Individual Reading and Assignment (Cengage Online Book)10%

Note: individual Cengage Reading and assignments are to submitted and monitored from online date retrieved from the Cengage online which on first day of class all students are required to attend the Cengage Training and registration.

Class Participation and Attendance 10%

Note: Participation includes attendance, discussions, assignments (both individual and group). There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Required Text:

O.C. Ferrell & Michael D. Hartline, Marketing Strategy Text and Cases
Seventh Edition (2019) ISBN:978-981-4834-61-2, Cengage Learning
Asia Pte.Ltd.

Supplementary Reading:

All marketing/business news from all sources, particularly on the Internet.

Student Responsibility:

- Student is expected to do the reading of the chapter well before time of instruction
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important , therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.
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Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule

Week	Date	Topics	Activities
IDEAS PHASE			
1	Aug.13	Class Introduction Group Formation, class introduction & planning exercise Why prepare a marketing plan?	Group Work : The importance of Market Planning Group Introduction
2	Aug.20	Marketing in Today's Economy - The Challenges and Opportunities of marketing in today's economy - Basic Marketing Concepts - Major Marketing Activities and Decisions	Group Assignment

3	Aug. 27	Strategic Marketing Planning - The Strategic Planning Process - The Market Plan - Maintaining Customer Focus and Balance in Strategic Planning	Group Assignment
4	Sept. 3	Collecting and Analyzing Marketing Information - Conducting a Situation Analysis - The Internal Environment - The Customer Environment - The External Environment - Collecting Marketing Data and Information	Group Assignment
5	Sept.10	Developing Competitive Advantage and Strategic Focus - Making SWOT Analysis Productive - SWOT-DRIVEN Strategic Planning - Developing and Leveraging Competitive Advantages - Establishing a Strategic Focus - Developing Marketing Goals and Objectives	Group Assignment
6	Sept.17	Presentation: Situational Analysis and SWOT	Mini -Presentation
7	Sept. 24	Customers, Segmentation and Target Market - Buyer Behavior in Consumer Markets - Buyer Behavior in Business Markets - Market Segmentation - Identifying Marketing Segments - Target Marketing Strategies	STP Workshop
	Thurs. Oct 1	Midterm Exam	3:00 – 5:00 pm
		IMPLEMENTATION PHASE	
8	Oct. 8	The Marketing Program - Product Strategy - Pricing Strategy - Supply Chain Strategy - Integrated Marketing Communications	Group Work
9	Oct.15	Consumer Habits Study - The importance of research - What is a focus group? - How to conduct a focus group? In-Class focus group Simulation	In-class Simulation
10	Oct.22	Concept Generation Lesson - The concept generation process of NPD In-class group work	Group Work: New Product Concept Generation
11	Oct.29	Branding and Positioning - Strategic issues in Branding - Differentiation and Positioning - Managing Brands over time	Group Assignment
12	Nov.5 (Make-up)	Branding Presentation: - Brand Positioning - Brand Persona	Mini -Presentation

		- Customer Journey	
13	Nov.12	-Developing and Maintaning Long-term Relationships -Ethics and CSR -Marketing Implementation and Control - Strategic Issues in Marketing and implementation	Group Assignment
LAUNCH PHASE			
14	Nov.19	Project Network Review and Consultation	Consultation Session
15	Nov.26	Final Project Presentation	Final Presentation
	Wed. Dec.16	Final Exam	09:00 am – 12:00 pm

 ACADEMIC CALENDAR 2020 SEMESTER 1/2020	
Event	Semester 1 (August - December 2020)
Pre-Registration period (BE Portal)	July 13 - 15, 2020
Course Registration (Reg TU)	July 28 - 31, 2020
Payment	July 28 - August 3, 2020
Classes Begin	August 10, 2020
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2020</i>
Adding and Dropping Courses W/O Record	August 10 - 23, 2020
Payment	August 10 - 24, 2020
Mid-term Examination Period	September 28 - October 3, 2020
Course Withdrawal With "W"	October 12 - November 15, 2020
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day *</i>	<i>October 13, 2020</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2020</i>
Last Day of Classes	November 28, 2020
Final Examination Period	November 30 - December 16, 2020
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2020</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 7, 2020</i>
<i>Constitution Day*</i>	<i>December 10, 2020</i>
<i>* Public Holiday, No Classes during this period</i>	