

## Course Syllabus

### MK 201 Principles of Marketing

#### SUMMER SESSION (June 8 - August 1, 2020)

<b>Number of Credits:</b>	3 credits
<b>Lecture Time:</b>	Wednesday and Friday, 09.00 – noon, or as indicated
<b>Online Platform:</b>	Zoom, FB Live, FB Messenger
<b>Instructor:</b>	Aj. Suwalya Khemvaraporn Email: suwalya@econ.tu.ac.th

#### 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 Textbook:

Principles of Marketing (2017) Philip Kotler and Gary Armstrong, 17<sup>th</sup> Edition, Pearson Prentice Hall *or any other version*.

## Course Outline:

Session	Dates	Topics	Notes
1	Wed 10 June (9 am – noon)	Introduction to marketing	Aj. Suwalya
2	Fri 12 June (9 am – noon)	The market environment	Aj. Suwalya
3	Wed 17 June (9 am – noon)	Consumer insight	Aj. Suwalya
4	Fri 19 June (9 am – noon)	Consumer behavior	Aj. Suwalya
5	Wed 24 June (9 am – noon)	Segmentation, targeting and positioning	Aj. Suwalya
6	Fri 26 June (9 am – noon)	Building a strong brand	Aj. Suwalya
7	Wed 1 July (9 am – noon)	Digital marketing	Aj. Suwalya
-	<b>Friday, July 3, 2020</b>	<b>Midterm examination</b>	<b>9am-11am</b>
8	Wed 8 July (9 am – noon)	Product & service strategy - I	Aj. Suwalya
9	Fri 10 July (9 am – noon)	Product & service strategy - II	Aj. Suwalya
10	Wed 15 July (9 am – noon)	Pricing strategy - I	Aj. Suwalya
11	Fri 17 July (9 am – noon)	Pricing strategy - II	Aj. Suwalya
12	Wed 22 July (9 am – noon)	Distribution channels - I	Aj. Suwalya
13	Fri 24 July (9 am – noon)	Distribution channels - II	Aj. Suwalya
14	Wed 29 July (9 am – noon)	Integrated marketing communication - I	Aj. Suwalya
15	Fri 31 July (9 am – noon)	Integrated marketing communication - II	Aj. Suwalya
-	<b>Monday, August 3, 2020</b>	<b>Final examination</b>	<b>9am-noon</b>

## Grading:

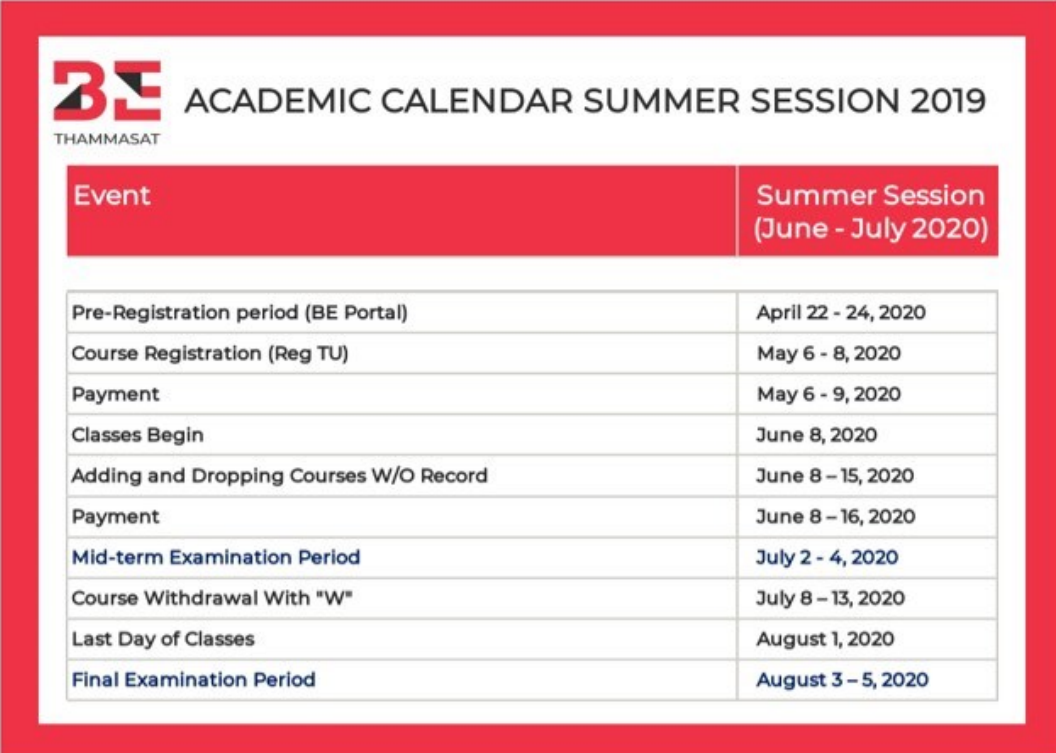
Group Assignment	35%
Midterm Examination	25%
Final Examination	25%
Participation	15%
<b>Total</b>	<b>100%</b>

## 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.

### Remarks:

- ◆ Mid-Term Examination Period                      July 2-4, 2020
  - ◆ Final Examination Period                              August 3 - 5, 2020
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The image shows a graphic for the 'ACADEMIC CALENDAR SUMMER SESSION 2019' from THAMMASAT. It features a red border and a table with two columns: 'Event' and 'Summer Session (June - July 2020)'. The table lists various academic events and their corresponding dates.

Event	Summer Session (June - July 2020)
Pre-Registration period (BE Portal)	April 22 - 24, 2020
Course Registration (Reg TU)	May 6 - 8, 2020
Payment	May 6 - 9, 2020
Classes Begin	June 8, 2020
Adding and Dropping Courses W/O Record	June 8 - 15, 2020
Payment	June 8 - 16, 2020
Mid-term Examination Period	July 2 - 4, 2020
Course Withdrawal With "W"	July 8 - 13, 2020
Last Day of Classes	August 1, 2020
Final Examination Period	August 3 - 5, 2020