



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 341: Special Topics in Marketing I

Marketing Leadership Development and Cross-cultural Management

Lecturer: Ajarn Suwalya Khemvaraporn (MIM)
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Prerequisite: Approval from the instructor

Course Description:

The globalization of business has brought about a demand for marketing leaders and managers who are able to accomplish their objectives by working effectively outside the boundaries of nation, function, profession and organization. This course extensively covers both competency and skills set development of Marketing Leadership and Cross-cultural Management focusing on a marketing perspective.

Leadership is a critical skill that every professional should possess to be successful in today's dynamic work environment. Especially for marketers who need to possess high leadership skills to initiate and lead their teams into successfully launching new innovative products and services out into the market. This course provides students an in-depth understanding of powerful leadership qualities by learning theories exemplified from successful marketing leaders and given opportunity to practice their leadership skills through real time .

Apart from leadership development, this course covers the challenge of interacting, managing and leading across cultural differences and national boundaries. For future managers, being aware of the variety of issues and opportunities that arise when taken action outside one's culture is a key factor for success. A highly interactive class that requires student participation, brainstorming and a variety of in- class/field workshop activities will help strengthen leadership and cross-cultural management skills that could effectively be applied to students' academic endeavors, professional marketing careers and personal life.

Course Objectives:

1. To provide students an in-depth understanding of Marketing Leadership theories and practices on how to become effective leaders with a global perspective.;
2. To consider the importance of inter cultural communications and to learn and think across cultural differences;
3. Develop both leadership and cross- cultural skills, expertise and work required toward personal and professional growth;
4. To identify, explore and work on practical marketing cases and apply learned concepts towards business and non-business enterprises to further strengthen the understanding of leadership in business;
5. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of business leadership but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Individual Assessment:

- Midterm Paper 10%
- Final Exam 20 %
- Individual Attendance, Assignment and Participation 40%
(Please Note: 20% for Cross-cultural and 20% for Leadership Development)
- Leadership Field Trip: To complete the course every student must attend 2 days, overnight stay (with return deposit of 1.000 baht)

*There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues - **A highly interactive class**- Active class participation and attendance is required for students to fully participate in both leadership and cross cultural activities.*

Group Assessment:

- Project Term Paper & Presentation 30%

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 summer session via project mini presentations and discussions. 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. Peer evaluation review is also taken consideration to finalize the project grade.

Student Responsibility:

- Student is expected to do the reading of the material 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 text and handouts in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: This course is highly interactive and requires active class participation and Attendance. Attendance is very important, therefore 2 lates equals 1 absent and 3 absents you are not allowed to take the final exam.

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	Topic	Instructor	Date	Time
1	Leadership Development	Ajarn Suwalya Khemvaraporn	Tuesday June 11	13-16 hrs.
	Leadership Development	Ajarn Suwalya Khemvaraporn	Thursday June 13	13-16 hrs.
2	Leadership Development	Ajarn Suwalya Khemvaraporn	Tuesday June 18	13-16 hrs.
	Leadership Development	Ajarn Suwalya Khemvaraporn	Thursday June 20	13-16 hrs.
3	Leadership Development	Ajarn Suwalya Khemvaraporn	Tuesday June 25	13-16 hrs.
	Leadership Development	Ajarn Suwalya Khemvaraporn	Thursday June 27	13-16 hrs.
4	Leadership Development	Ajarn Suwalya Khemvaraporn	Tuesday July 2	13-16 hrs.
	Midterm Paper due	Submit to BE office-no class	Thursday July 4	Before 4 pm
5	Leadership Development	Ajarn Suwalya Khemvaraporn	Tuesday July 9	13-16 hrs.
6	Leadership Field Trip	Ajarn Suwalya Khemvaraporn	Saturday July 20	TBC
	Leadership Field Trip	Ajarn Suwalya Khemvaraporn	Sunday July 21	TBC
	Leadership Development	Ajarn Suwalya Khemvaraporn	Thursday July 25	13-16 hrs.
7	Cross-cultural Management	Ajarn Benoit Chalifoux	Tuesday July 30	13-16 hrs.
	Cross-cultural Management	Ajarn Benoit Chalifoux	Wednesday July 31	9-12 hrs.
	Cross-cultural Management	Ajarn Benoit Chalifoux	Wednesday July 31	13-16 hrs.
	Cross-cultural Management	Ajarn Benoit Chalifoux	Thursday August 1	13-16 hrs.
	Cross-cultural Management	Ajarn Benoit Chalifoux	Friday August 2	9-12 hrs.
	Cross-cultural Management	Ajarn Benoit Chalifoux	Friday August 2	13-16 hrs.
8	Final Exam	Ajarn Suwalya Khemvaraporn	Monday August 5	13-16 hrs.