



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 202 FUNDAMENTALS OF MARKETING MARKETING /

MK 201 Principle of Marketing (Section 046402)

Semester 1/2019 (August 13 – November 30, 2019)

Number of Credits:	3 credits
Lecture Time:	Thursday, 14.00 – 17.00, or as indicated
Lecture Venue:	Room 206, Faculty of Economics Building
Instructors:	Aj. Suwalya Khemvaraporn Email: suwalya@yahoo.com

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, 17th Edition, Pearson Prentice Hall **or any other version**.

Course Outline:

Session	Dates	Topics	Notes
1	Thur 15 Aug (2 pm – 5 pm)	Introduction to marketing	Aj. Suwalya
2	Thur 22 Aug (2 pm – 5 pm)	The market environment	Aj. Suwalya
3	Thur 29 Aug (2 pm – 5 pm)	Consumer insight	Aj. Suwalya
4	Thur 5 Sep (2 pm – 5 pm)	Consumer behavior	Aj. Suwalya
5	Thur 12 Sep (2 pm – 5 pm)	Segmentation, targeting and positioning	Aj. Suwalya
6	Thur 19 Sep (2 pm – 5 pm)	Building a strong brand	Aj. Suwalya
7	Thur 26 Sep (2 pm – 5 pm)	Digital marketing	Aj. Suwalya
-	Wed 2 Oct	Midterm examination	3 pm – 5 pm
8	Thur 10 Oct (2 pm – 5 pm)	Product & service strategy - I	Aj. Suwalya
9	Thur 17 Oct (2 pm – 5 pm)	Product & service strategy - II	Aj. Suwalya
10	Thur 24 Oct (2 pm – 5 pm)	Pricing strategy - I	Aj. Suwalya
11	Thur 31 Oct (2 pm – 5 pm)	Pricing strategy - II	Aj. Suwalya
12	Thur 7 Nov (2 pm – 5 pm)	Distribution channels - I	Aj. Suwalya
13	Thur 14 Nov (2 pm – 5 pm)	Distribution channels - II	Aj. Suwalya
14	Thur 21 Nov (2 pm – 5 pm)	Integrated marketing communication - I	Aj. Suwalya
15	Thur 28 Nov (2 pm – 5 pm)	Integrated marketing communication - II	Aj. Suwalya
-	Sun 15 Dec	Final examination	1.30 pm – 4.30 pm

Grading:

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

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:

- | | |
|--------------------------------------|---|
| ♦ First semester begins | August 13, 2019 |
| ♦ Period of withdrawal without “W” | August 13 - 26, 2019 |
| ♦ Mid-Term Examination Period | September 30 and October 6, 2019 |
| ♦ Course withdrawal with “W” | October 16 – 21, 2019 |
| ♦ Last day of class | November 30, 2019 |
| ♦ Final Examination Period | December 2 - 16, 2019 |
-

 BE Bureau of Economic Education	ACADEMIC CALENDAR SEMESTER 1/2019
Event	Semester 1 (August - December 2019)
Classes Begin	August 13, 2019
Adding and Dropping Courses W/O Record	August 13 - 26, 2019
Payment	August 13 - 27, 2019
Mid-term Examination Period	September 30 - October 5, 2019
<i>His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 13, 2019</i>
<i>Substitution for His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 14, 2019</i>
Course Withdrawal With “W”	October 16 - 21, 2019
<i>King Chulalongkorn Memorial Day*</i>	<i>October 23, 2019</i>
Last Day of Classes	November 30, 2019
Final Examination Period	December 2-4, 6-9, 11-16, 2019
<i>The birthday of His Majesty the late King Bhumibol Adulyadej*</i>	<i>December 5, 2019</i>
<i>Constitution Day*</i>	<i>December 10, 2019</i>
Remark: <i>* Holiday, No classes during this period</i>	