

ENT2308: Marketing Management for Entrepreneurs in the Digital World

Course Overview

- **Credits:** 3 (3-0-6)
- **Instructor:** Asst. Prof. Dr. Pisit Potjanjaruwit
- **Semester:** 2/68, Academic Year 2026
- **Faculty** of Management Science, SSRU



This course focuses on marketing strategies for entrepreneurs in the digital era, covering market analysis, online branding, and digital promotion.

Learning Outcomes & Skills

Key Learning Objectives

- ✓ Understand Marketing Concepts
- ✓ Plan & Analyze Market Strategies
- ✓ Develop Digital Marketing Campaigns
- ✓ Ethical & Social Responsibility



Skills Developed

- ✓ Entrepreneurial Mindset
- ✓ Social Media & E-Commerce
- ✓ SEO & Analytics Tools
- ✓ Creative Content Creation



Weekly Topics Summary

Teaching Methods	Assessment	Final Report
<ul style="list-style-type: none"> • Online & Hybrid Learning • Interactive Lectures • Case Studies & Activities 	<ul style="list-style-type: none"> ✓ Interactive Lectures ✓ Case Studies & Activities 	<ul style="list-style-type: none"> ✓ Projects & Assignments ✓ Group Presentations ✓ Final Report
	<ul style="list-style-type: none"> ✓ Group Presentations ✓ Quizzes & Tests 	<ul style="list-style-type: none"> ✓ Final Report