



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: DIB1203

Course Title: Principles of Marketing

Credits: 3(3-0-6)

Program: Digital International Business

College of Hospitality Industry Management (CHM)

Semester: 2 **Academic Year:** 2024

Section 1 General Information

1. Code and Course Title :

Course Code: DIB1203

Course Title (English): Principles of Marketing

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in Digital International Business (International Program), Revised in 2020

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 402 and 3653 Tel. 082-7842162 E-mail
nalin.si@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2024

6.2 Number of the students enrolled: 55 students

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: Building 36, room 3654 and room 3632

Building 83, room 402

Day/Time: Tuesday / 13:00 – 16:00

Wednesday / 13:00 – 16:00

Thursday / 8:00 – 11:00

10. Last Date for Preparing and Revising this Course:

20th November 2024

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to project responsibility and morality in class and assigned tasks,
- (2) The ability to comply with rules, regulations, moral and societal standards,
- (3) The awareness of ethics in digital international business decisions and actions.

1.2 Knowledge

- (1) Have knowledge in business theories and concepts,
- (2) Analyze and solve real business practical problems and issues in digital era,
- (3) Apply business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather, research, and summarize information and knowledge,
- (2) Self-studying and sharing information with others,
- (3) The ability to find appropriated solutions for real business issues.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to learn for themselves and help group member to learn,
- (2) The ability to use appropriated method for interpersonal communication and discussion,
- (3) The ability to create business ideas and to have leadership skill.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use data analytics to analyze business issues.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2020 academic year, students should develop their abilities as follow:

- (1) Able to underline market opportunity in digital era;
- (2) Able to analyze customers using market research and forecasting techniques;
- (3) Able to contribute a marketing plan regarding to a real market situation;
- (4) Able to synthesize market segmentation, targeting and positioning using 4Ps of marketing mix.

Section 3 Characteristics and Operation

1. Course Outline

Marketing concepts, the roles of marketing in organization, consumer behavior, consumer decision making process, market segmentation, targeting, and positioning, product, pricing, marketing channels, marketing communication, marketing in digital era.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 401

Building: International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: [Aj Nalin Simasathiansophon](#)

Line ID: [nalin.sima](#)

Official Line ID: [@bba.ssruic](#)

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: https://elchm.ssru.ac.th/nalin_si

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,
- (3) The ability to make business decisions according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students reminds other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

- (1) Check student attendance every class,
- (2) Evaluate from number of students who cheat during the examinations,
- (3) Evaluate students' responsibility on their participation in group projects.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to apply business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speakers who are expert in real business and business regulation.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final examination,
- (2) A group projects,
- (3) Class presentations.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

3.2 Teaching Strategies

- (1) Group and individual research and presentations,
- (2) Participate in real intergroup and interpersonal competitions,
- (3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

4.2 Teaching Strategies

- (1) Implement student center learning method and problem-based learning,
- (2) Encourage students to work together in small groups,
- (3) Implement business manner practices and social skills.

4.3 Evaluation Strategies

- (1) Assess students' participation in teamwork,
- (2) Observe students business manner and social skills,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology

Skills to be developed

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistic methods in market analysis.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics to solve business problems,
- (2) Encourage students to use statistics and ICT in research and projects conduction,
- (3) Encourage students to actively use ICT and social media in daily life.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics to solve problems,
- (2) Evaluate effectiveness of ICT usage in research and presentations,
- (3) Evaluate their ability to use software and application in their work and studies.

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	Topic 1 Nature and Role of Marketing <ul style="list-style-type: none"> Marketplace Customer needs Customer-driven marketing strategy 	3	<ul style="list-style-type: none"> Direct instruction Clarification Pauses Self-Assessment: pre-test
2	Topic 2 Marketing Environment and Global Marketplace	3	<ul style="list-style-type: none"> Direct instruction Padlet: Think-pair-share on marketing environment
3	Topic 3 Markets, Consumer Behavior, and Consumer Decision Making Process		<ul style="list-style-type: none"> Direct instruction Padlet: Think-pair-share on consumer behavior
4	Topic 4 Market Segmentation	3	<ul style="list-style-type: none"> Direct instruction Google Sheet: Cooperative groups on case studies based on market segmentation
5	Topic 5 Market Targeting	3	<ul style="list-style-type: none"> Direct instruction Child center: Team game tournament (TGT) on targeting
6	Topic 6 Market Positioning	3	<ul style="list-style-type: none"> Direct instruction Quizizz: test
7	Topic 7 Product, Services and Brands	3	<ul style="list-style-type: none"> Direct instruction Child center: round table on service case study
8	MIDTERM EXAMINATION	3	<ul style="list-style-type: none"> Paper tests
9	Topic 8 Pricing and Pricing Strategies	3	<ul style="list-style-type: none"> Lecture Problem based learning: case study and setting a price
10	Topic 9 Marketing Channels	3	<ul style="list-style-type: none"> Direct instruction Child center: round robin on marketing channels

Week	Topic/Outline	Hours	Learning Activities and Medias
			<ul style="list-style-type: none"> Group project instruction
11	Topic 10 Marketing Communication	3	<ul style="list-style-type: none"> Direct instruction Active review session: communicating customer value
12	Topic 11 Creating Competitive Advantage	3	<ul style="list-style-type: none"> Direct instruction Jigsaw discussion on costs, prices, and offers
13	Topic 12 Sustainable Marketing	3	<ul style="list-style-type: none"> Direct instruction Six thinking hats: collaborative problem-based learning on sustainable marketing
14	Topic 13 Digital Marketing	3	<ul style="list-style-type: none"> Direct instruction Google Docs: problem based learning – Team-pair-solo on digital marketing case study
15	Group Project Presentation	3	<ul style="list-style-type: none"> Group project report Oral presentation
16	FINAL EXAMINATION	3	<ul style="list-style-type: none"> Paper test
Total of Hours		48	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Morals and Ethics (1) Be able to deliver or to complete a required task at or the appointed time, (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold, (3) Be able to make decisions in business according to moral concepts and judgments.	(1) Attendance criteria (2) Observation (3) Open-end questions	Throughout semester	(1) 10% (2) S/U (3) S/U

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>2. Knowledge</p> <p>(1) Be able to identify the air transport business services and activities and describe important case studies,</p> <p>(2) Be able to use airline business knowledge integrated with other disciplines,</p> <p>(3) Be able to use airline business knowledge integrated with other disciplines.</p>	<p>(1) Mid-term examination</p> <p>(2) Final examination</p>	<p>(1) Week 4</p> <p>(2) Week 8</p>	<p>(1) 20%</p> <p>(2) 30%</p>
<p>3. Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information with others,</p> <p>(3) The ability to solve problem from case studies.</p>	<p>(1) Peer review</p> <p>(2) Group discussion</p>	<p>Throughout Semester</p>	<p>(1) 10%</p> <p>(2) S/U</p>
<p>4. Interpersonal Skills and Responsibility</p> <p>(1) Be able to communicate in English,</p> <p>(2) Be able to use English to solve Airline business problem,</p> <p>(3) Initiate some new type of air transport business ideas and have leadership.</p>	<p>Cooperative learning</p>	<p>Throughout semester</p>	<p>20%</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve air transport business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Hands-on technology</p> <p>(2) Group report</p>	<p>Throughout semester</p>	<p>(1) S/U</p> <p>(2) 10%</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Kotler, P. & Armstrong, G. (2013). *Principles of marketing (15th ed.)*.
New Jersey: Prentice Hall.

Kotler, P. & Armstrong, G. (2012). *Principles of marketing (14th ed.)*.
New Jersey: Prentice Hall.

2. Important Documents for Extra Study

Perreault, Jr. W. D. & McCarthy, E. J. (2002). *Basic marketing: A Global-
Managerial Approach (14th ed.)*. Illinois: Irwin/McGraw-Hill.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Christ, P. (2012). Know this: marketing basics. KnowThis LLC. Retrieved from
<http://www.knowthis.com/>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Interviewing students during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills				
	● Major Responsibility									○ Minor Responsibility							
Course Category:	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3		
Business Major Course																	
Course Code: DIB1203 Course Title: Principles of Marketing	●	○	○	●	●	○	●	●	○	●	○	○	●	○	○		