



Course Specification

Course Code MKT2110 Course Title English for Marketing

Major: Business Administration Faculty of Management Science Suan Sunandha Rajabhat University

Semester 1 Academic Year 2569

Section 1: General Information

1. Course Code and Course Title

Course Code MKT2110
Course Title (Thai) ภาษาอังกฤษเพื่อการตลาด
Course Title (English) English for Marketing

2. Number of Credits 3 Credits (3-0-6)

3. Degree and Major

3.1 Degree Bachelor
3.2 Type of Course Title Specific Course (Selection)

4. Responsible Faculty Member

4.1 Responsible Faculty Instructor Dr. Hassan Raza
4.2 Instructor Dr. Hassan Raza

5. Contact Address

Faculty of Management Science
Email hassan.ra@ssru.ac.th

6. Semester / Academic Year

6.1 Semester 1/2569
6.2 Expected students 74 persons

7. Pre-requisites (If any) -

8. Co-requisites (If any) -

9. Venue of Study Faculty of Management Science

10. Date of Latest Course Revision Date: 03 Month: July Year: 2026

Section 2: Goals and Objectives

1. Course Goals

- 1.1 Develop Foundational Business English Proficiency focusing on Marketing
- 1.2 Strengthen Grammar and Vocabulary for Professional Communication
- 1.3 Enhance Workplace Communication Competence
- 1.4 Foster Confidence and Professionalism in Business Interaction
- 1.5 Support Career Development Through Applied Language Use

2. Objectives of Course Development/Revision

- 2.1 Development of business English skills including vocabulary, communication formats, business correspondence, and presentations relevant to marketing contexts (product promotion, customer communication, and sales pitching).
- 2.2 To learn on how to develop communication skills.
- 2.3 To practice presenting key business information in an effective way.

Section 3: Course Management

1. Course Description

This course provides learners with foundational skills in listening, speaking, reading, and writing in English, focusing on grammar and vocabulary relevant to marketing and business communication. Students will practice using English in real-world marketing contexts such as presenting products, writing customer emails, handling calls and virtual meetings, negotiating, and pitching products, while emphasizing clarity, confidence, and correctness.

2. Number of Hours per Semester

Lecture (Hours)	Additional Class (Hours)	Laboratory/ Field Trip/ Internship (Hours)	Self-Study (Hours)
45	-	-	90

3. Individual Counseling and Guidance Hours

(Please describe Ex. 1 hour / week)

- 3.1 By appointment at Faculty : 5th Floor, 57 Building Faculty of Management Science
- 3.2 By Mobile phone 0800-105275
- 3.3 By E-Mail hassan.ra@ssru.ac.th
- 3.4 By Line: (Private) Group

Section 4: Student Development

1. Morality and Ethics

1.1 Expected Moral and Ethical Development

- ☐ (1) Gain knowledge of professional value, ethics with good attitude of business professions
- ☒ (2) Be honest, disciple and follow rules & regulations of university and society
- ☐ (3) Time management and be creatively adjustable to society
- ☐ (4) Be conscious and concern to public interest than individual interest

1.2 Teaching Methods

- (1) Lecture with case studies
- (2) Project group assignments
- (3) Lecture emphasized on discipline and punctuality of project hand over within timeline
- (4) Emphasize on honesty, non-cheating or copy any jobs from others for reports or project assignments

1.3 Evaluation Methods

- (1) Class participation including dressing, punctual and assignment hand over promptly
- (2) Working group participation
- (3) Assignment of projects, homework and examination

2. Knowledge Achievement

2.1 Expected Achievement of Knowledge

- ☐ (1) Gain knowledge in business concepts, key terms and practices
- ☒ (2) Gain knowledge that arises from integrating a variety of disciplines by apply business English as one of tools for problem solving and effective decision making
- ☐ (3) Gain business communication techniques and practices by learning experiences

2.2 Teaching Methods

- (1) Lecture with case studies
- (2) Homework, project assignment presentation, analysis of case studies with alternative solutions as well as its presentation

2.3 Evaluation Methods

- (1) Quizzes, Midterm & Final Exam
- (2) Homework, case study and project assignments
- (3) Class attendance & participation

3. Intellectual Development

3.1 Expected Intellectual Development

- ☐ (1) Develop the ability to analyze and apply appropriate business vocabulary, grammar structures, and communication strategies across varied professional contexts.

○ (2) Strengthen critical thinking skills by evaluating workplace communication scenarios and selecting the most effective language forms for clarity, politeness, and accuracy.

○ (3) Enhance problem-solving abilities through the interpretation of business-related information and the formulation of clear, well-reasoned spoken and written responses.

3.2 Teaching Methods

(1) homework, project-based tasks, and case study activities; assignments requiring the application of business vocabulary and grammar in workplace scenarios; practice exercises involving the preparation of business emails, memos, and short reports; simulated meetings, interviews, and video-call role plays to develop communicative competence; preparation of group presentation materials and progress reports; summarizing workplace information and presenting it clearly and appropriately in spoken and written formats.

(2) Individual and group discussions

3.3 Evaluation Methods

(1) Quizzes, Midterm & Final Exam

(2) Homework, case study and project assignment

(3) Class participation and project discussion & presentation

4. Responsibility and Interpersonal Relationship Development

4.1 Expected Responsibility and Interpersonal Relationship Development

● (1) Be able to work and responsible for job assignment effectively

○ (2) Good relationship, co-operate with team and be able to adapt with situations as well as organizational culture

○ (3) Creativity, help and fully support in problem solving with different situations either a leader or a team member role

○ (4) Be able to develop self-learning in dynamic job environments

4.2 Teaching Methods

(1) Observation of class discussion; participation and other opinions' acceptance

(2) Both individual and group homework, case studies and project assignments

(3) Project report presentation and question discussion

4.3 Evaluation Methods

(1) Individual and group assignments, case studies and projects presentation; and procession of teamwork

(2) Class attendance & participation

5. Mathematical Analysis, Communication and Information Technology Skills

5.1 Expected Mathematical Analysis, Communication and Information Technology Skill Development

○ (1) Be able to use essential business vocabulary and grammar accurately in processing and conveying information in workplace situations.

● (2) Be able to communicate effectively in professional contexts, including introducing oneself, participating in meetings, engaging in discussions, and presenting to different business audiences.

○ (3) Be able to apply appropriate digital communication tools and platforms to prepare business emails, memos, short reports, and presentations in a clear and professional manner.

5.2 Teaching Methods

- (1) Self-study assignments
- (2) Presentations and in class activities

5.3 Evaluation Methods

- (1) Report & project assignments
- (2) Be able to answer and explain any questions as well as participation in discussion

Remark

- Major Task
- Minor Task

Shall be shown on Curriculum Mapping of task responsibility to course title

Section 5: Teaching and Evaluation Plans

1. Teaching Plan

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
1	Professional Introductions: Greetings, self-introduction structure, introducing colleagues and guests, key vocabulary.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each topic, students complete practice activities and dialogues to test understanding, followed by brief pair/group speaking practice as a class activity.	Exercises/Problems/ class activities
2	What is Marketing: The Marketing Mix (4Ps), Domestic vs. International marketing, pros/cons of each.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each topic, students complete practice activities and dialogues to test understanding, followed by brief pair/group speaking practice as a class activity.	Exercises/Problems/ class activities

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
3	Presenting Business Information: Presentation structure (opening, features, USP, closing), example scripts.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each topic, students complete practice activities and dialogues to test understanding, followed by brief pair/group speaking practice as a class activity.	Exercises/Problems/ class activities
4	Professional Business Emails: Parts of an email, subject lines, salutations, polite requests, apologies.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each topic, students complete practice activities and dialogues to test understanding, followed by brief pair/group speaking practice as a class activity.	Exercises/Problems/ class activities + Quiz 1
5	Marketing Promotions: Flyers, advertisements, social media, color psychology, platform selection	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each topic, students complete practice activities and dialogues to test understanding, followed by brief pair/group speaking practice as a class activity.	Exercises/Problems/ class activities
6	Midterm Examination (Topics 1-5)	3 hours	Written examination covering vocabulary, multiple choice, fill-in-the-blank, and short answer sections.	Midterm Exam
7	Telephone and Virtual Communication: Phone call etiquette, useful phone expressions, taking messages,	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions, dialogue modeling, and guided	Exercises/Problems/class activities + Assignment 1 assigned

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
	video call/virtual meeting etiquette.		role-play activities. Pair/group speaking practice is used to reinforce each concept.	
8	Complaint & Problem-Solving Language: Apologizing, resolving customer issues, reassuring language	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions, dialogue modeling, and guided role-play activities. Pair/group speaking practice is used to reinforce each concept.	Exercises/Problems/ class activities
9	Negotiation & Polite Requests: Asking, declining politely, compromising, negotiating prices and deals.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions, dialogue modeling, and guided role-play activities. Pair/group speaking practice is used to reinforce each concept.	Exercises/Problems/class activities + Assignment 2 assigned
10	Persuasive Language / Sales Pitch: Unique Selling Points, benefits, call-to-action, confident delivery.	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions, dialogue modeling, and guided role-play activities. Pair/group speaking practice is used to reinforce each concept.	Exercises/Problems/class activities + Quiz 2 + Final Project announced
11	Describing Trends & Data: Increase/decrease language, comparisons, presenting campaign results	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions, dialogue modeling, and guided role-play activities. Pair/group speaking practice is used to reinforce each concept.	Exercises/Problems/ class activities
12	Final Project Work Session: In-class group consultation and progress check.	3 hours	Students work in pairs with instructor guidance and feedback on their Final Project report and presentation preparation.	Group consultation/progress check

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
13	Final Project Report Submission + Presentations	3 hours	Students submit their project report and deliver group presentations, followed by a question-and-answer session with the lecturer and classmates.	Presentations/Question-Answer session
14	Course Review: Recap of all topics, exam preparation, open Q&A	3 hours	Students review key vocabulary, structures, and skills from Topics 1-10 through guided recap activities and open discussion.	Review activities/Q&A
15	Buffer/Make-up Class	3 hours	Reserved for make-up teaching, additional practice, or catch-up as needed.	—
16	Final Exam		—	Final Exam

2. Evaluation Plan

(Please provide detail of evaluation according to Curriculum Mapping in weekly and in percentage)

Expected Learning outcome	Evaluation Methods	Evaluated in Week no.	Percentage
1.2, 2.2, 3.1, 3.2, 4.1, 4.2, 5.2	1. Class attendance /Participation/Homework	Every Week	10
1.2, 2.2, 3.1, 3.2, 4.1, 4.2, 5.2	2. Quizzes (2)	Week 4 & Week 10	15
1.2, 2.2, 3.1, 3.2, 4.1, 4.2, 5.2	3. Individual/Pair Assignments (2)	Week 7 & Week 9	15
1.2, 3.1, 3.2	4. Midterm Examination	Week 6	20
1.2, 3.1, 3.2	5. Final Project and Presentation	Week 13	20
1.2, 3.1, 3.2	6. Final Examination	Exam week	20
	Total		100

Section 6: Teaching Materials and Resources

Main Texts and Documents

- 3) No fixed textbook is assigned for this course. All learning materials—including lecture slides, class activities, relevant case studies, and instructional videos—will be provided by the instructor throughout the semester.

Section 7: Evaluation and Improvement of Course Management

1. Strategies for Evaluating Course Effectiveness by Students

- Quizzes during the semester
- Midterm and Final exam
- Homework and assignments
- Lecturer and students discussion
- Class participation
- Lecturer evaluation and Course evaluation form

2. Evaluation Strategies of Teaching Methods

- Class participation
- Project presentation
- Students' performance from exams
- Re-evaluation of teaching methods

3. Improvement of Teaching Methods

Improvement of teaching methods by discussion with students and course evaluation by students submitted at the end of every semester.

4. Verification of Students' Learning Outcomes

- Students' performance from exams and project assignments
- Curriculum committee of Faculty of Management Science reviews students' learning performance through its criteria.

5. Review and Plan for Improvement of Course Effectiveness

Courses shall be reviewed and improved their contents by course evaluation and assessment annually.

Curriculum Mapping of task responsibility to course title
From Program Specification (TQF. 2)

Course Title	Morality and Ethics				Knowledge Achievement				Intellectual Development			Responsibility and Interpersonal Relationship Development				Mathematical Analysis, Communication and Information Technology Skills				
	● Major Task																		○ Minor Task	
General Course	1	2	3	4	1	2	3	4	1	2	3	1	2	3	4	1	2	3		
Course Code MKT2110																				
Course Title	○	●	○	○	○	●	○	○	○	○	○	●	○	○	○	○	●	○		
English for Marketing																				

Each of task responsibility is adjustable