



OBE.3

Bachelor's Degree

Master's Degree

# College of Hospitality Industry Management

## Course Specification

**Course Code:** MIB6105

**Course Title:** International Partnerize Marketing

**Credits:** 3(3-0-9)

**Program:** International Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

**Semester :** 2 **Academic Year :** 2025

## Section 1 General Information

### 1. Code and Course Title

Course Code: MIB6105

Course Title (English): International Partnerize Marketing

Course Title (Thai): การตลาดพันธมิตรระหว่างประเทศ

### 2. Credits 3(3-0-9)

### 3. Curriculum and Course Category

3.1 Curriculum: Master of Business Administration, Program in International Business (Bilingual Program), Revised in 2024.

3.2 Course Category:

Requirement Courses

Elective Courses

Independent Studies Course

Optional Courses

### 4. Lecturer Responsible for Course and Instructional Course

#### Lecturer (s)

4.1 Lecturer Responsible for Course: Dr.Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

### 5. Contact/Get in Touch

Room Number 83/401 Tel. 082-7842162 E-mail [nalin.si@ssru.ac.th](mailto:nalin.si@ssru.ac.th)

### 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2025

6.2 Number of the students enrolled: 5 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:** Room 3621, Building 36, College of Hospitality Industry Management, Dusit Campus

## **10. Last Date for Preparing and Revising this Course**

28<sup>th</sup> November 2025

# **Section 2 Aims and Objectives**

## **1. Course Aims**

At the end of this course, the student will reach to 4 domains in the following areas of performance:

### **1.1 Knowledge**

- (1) To understand corporate finance concepts and theories
- (2) To apply concepts and theories with case studies in the

classroom

### **1.2 Skill**

- (1) To think logically and systematically
- (2) To gather, analyze, and summarize problem and issue
- (3) To research and evaluate data for problem solving

### **1.3 Ethics**

(1) Be honest and moral, able to understand and manage ethical issues and conflicts between received benefits and professional ethics and code of conduct

(2) Maintain discipline, be prompt, and follow the rules and regulations of the organization and society

### **1.4 Character**

(1) Able to perform and take responsibility for tasks assigned according to one's role within the group appropriately

(2) Able to adapt well to others, listen to others' opinions, and understand individual differences

(3) Exhibit leadership and also effectively follow, along with participating in supporting colleagues and solving group problems

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

According to TQF 5 (Thailand Quality Framework 5: HEEd.) for the 2021 academic year, students should develop their abilities as follow:

(1) to demonstrate international partnerize marketing theory and concepts, limitations, and problems for entrepreneurs;

(2) to analysis of marketing concepts and strategies for organizational conditions;

(3) to assess market opportunity and competitive advantage for partnership;

(4) to create partnerize marketing strategy from marketing tools according to case studies in current situation.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

ทฤษฎีการตลาดพันธมิตรระหว่างประเทศ การวิเคราะห์แนวคิดและกลยุทธ์ด้านการตลาดที่เหมาะสมกับสภาพองค์กร ข้อจำกัดและปัญหาของผู้ประกอบการในปัจจุบัน การประเมินโอกาสทางการตลาด การสร้างรายได้เปรียบทางการแข่งขัน การสร้างการตลาดพันธมิตร เครื่องมือทางการตลาดยุคใหม่ และกรณีศึกษาด้านการตลาดพันธมิตรระหว่างประเทศ

Marketing theory for entrepreneurs, the analysis of marketing concepts and strategies suitable for organizational conditions, current limitations and problems of entrepreneurs, market opportunity assessment, competitive advantage, partnership marketing creation, new marketing tools, and case studies of international partnerize marketing.

## 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.: 3641

Building: Building 36, College of Hospitality Industry Management (Dusit Campus, SSRU)

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

3.3 Consulting via E-Mail: [nalin.si@ssru.ac.th](mailto:nalin.si@ssru.ac.th)

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

Facebook: Aj Nalin Simasathiansophon

Line ID: nalin.sima

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website:

[https://ssrudlp.ssru.ac.th/teacher/Nalin\\_Sima?s=&y=?previe](https://ssrudlp.ssru.ac.th/teacher/Nalin_Sima?s=&y=?previe)

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## Section 4 Developing Student’s Learning Outcomes

### 1. Class Learning Outcomes (CLOs)

CLO1: explains the theories and concepts of international partnerize marketing, including strategies for planning and executing marketing in an international context

CLO2: Analyze and evaluate market opportunities, create competitive advantages, and develop appropriate marketing strategies for

alliances that suit the organizational context, while also considering the limitations and problems faced by current entrepreneurs

CLO3: Create and present a partnerize marketing strategy and select modern marketing tools, along with studying relevant case studies.

## 2. Relationship between Program Learning Outcomes (PLOs) and Course Learning Outcomes (CLOs)

PLOs	Knowledge	Skill	Ethics	Character
<b>PLO1</b> Identify and explain concepts, theories, and principles related to international business management and entrepreneurship	✓			
<b>PLO 2</b> Classify the relationships between social, economic, and cultural factors that affect international business operations	✓			
<b>PLO 3</b> Apply digital knowledge in analyzing and evaluating data to solve problems from case studies for international business operations, considering accuracy, cost-effectiveness, and efficiency		✓		
<b>PLO4</b> Analyze economic factors, competition, and consumer demand by distinguishing components and linking data that affect international business operations		✓		
<b>PLO5</b> Evaluate the impact of business strategies in the international environment using quantitative and qualitative data to support decision-making	✓			
<b>PLO6</b> Communicate international business information using listening, negotiation, negotiation, and presentation skills		✓		

PLOs	Knowledge	Skill	Ethics	Character
<b>PLO7</b> Evaluate and adhere to ethical principles in international business operations, with a responsibility towards society and the environment			✓	
<b>PLO8</b> Demonstrate leadership and teamwork skills, continuously develop oneself to adapt to changes in the international business environment				✓

Alignment of PLOs and CLOs	CLO 1	CLO 2	CLO 3
<b>PLO 1</b>	✓		
<b>PLO 2</b>	✓		
<b>PLO 3</b>			
<b>PLO 4</b>		✓	
<b>PLO 5</b>			
<b>PLO 6</b>			✓
<b>PLO 7</b>			
<b>PLO 8</b>			

CLOs	Cognitive Domain (Knowledge)						Psychomotor Domain (Skills)	Affective Domain (Attitude)
	R	U	Ap	An	Ev	C		
<b>CLO1</b>	✓	✓						
<b>CLO2</b>				✓				
<b>CLO3</b>					✓		<b>3</b>	

**Cognitive Domain**

R=Remembering U=Understanding Ap=Applying An=Analyzing  
Ev=Evaluating C=Creating

**Psychomotor Domain**

1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Naturalization

**Affective Domain**

1. Receiving/Attending 2. Responding 3. Valuing 4. Organizing 5. Characterizing

**Course Learning Outcome (CLOs) aligns with 4 domains of expected learning outcomes**

CLOs	Knowledge	Skill	Ethics	Character
<b>CLO1</b>	✓			

<b>CLO2</b>		✓		
<b>CLO3</b>		✓		

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>
1-2	<b>1. Introduction to International Partnerize Marketing</b> - Partnership Marketing Concept - Type of Partnership Marketing	6	<ul style="list-style-type: none"> <li>• Pre-test</li> <li>• Lecture on course goals and expectations</li> <li>• Discussion on type of partnership according to current situation</li> </ul>
3-4	<b>2. Partnership Strategies</b> - Building Partnership Marketing Campaigns - Impact of Negotiation on Partnership - Problems and Solutions of Partnership Marketing	6	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion on impact of negotiation on partnership marketing</li> </ul>
5-6	<b>3. Competitive Advantage for Partnership Marketing</b> - Partnership Marketing Assets 1) Branding 2) Audience and Customers 3) Marketing Tools	6	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Cooperative group: Group tasks: Branding, Audience and Customers, Marketing Tools</li> </ul>
7-9	<b>4. Generate Revenue and Decrease Costs</b> - New Customer Acquisition - Increasing Average Transactional Value (ATV) From Customers - Increasing the Average Number of Transactions (ANT) From Customers	9	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Simulation exercise on managing foreign exchange exposure</li> <li>• Workshop on using financial derivatives to manage interest rate risk</li> </ul>
10-11	<b>5. Market Opportunities Assessment</b> - Economic Value Assessment - Factors to Achieving Successful Connection - Cultural Sensitivity in	6	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Debate on case study: why the partnership fails</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>
	partnership Marketing		
12-13	<b>6. Associating Your Brand</b> - Target Market - Strategies to Enhance Offering	6	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Demonstrate an example of strategies to enhance offering in the Padlet.</li> </ul>
14-15	<b>7. Putting Partnership Marketing into Play</b> - Partner-Friendly Brands - The 4Ps to Successful Marketing Partnerships	6	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Create partnership strategies according to the situation provided.</li> </ul>
16	<b>Group Project</b>	3	<ul style="list-style-type: none"> <li>• Project Presentation and Report submission</li> </ul>
17	<b>FINAL EXAMINATION</b>	3	<ul style="list-style-type: none"> <li>• Paper based test</li> </ul>
<b>Total of Hours</b>		<b>48</b>	

## 2. Learning Assessment Plan

<b>Class Learning Outcomes (CLOs)</b>	<b>Activity</b>	<b>Evaluate Weight (%)</b>
CLO1: explains the theories and concepts of international partnerize marketing, including strategies for planning and executing marketing in an international context	- Discussion on theory, limitations, and problems occurs in current situation - Exam	10%  20%
CLO2: Analyze and evaluate market opportunities, create competitive advantages, and develop appropriate marketing strategies for alliances that suit the organizational context, while also considering the limitations	- Using SEO to apply concept and present strategies to the class	30%

<b>Class Learning Outcomes (CLOs)</b>	<b>Activity</b>	<b>Evaluate Weight (%)</b>
and problems faced by current entrepreneurs		
CLO3: Create and present a partnerize marketing strategy and select modern marketing tools, along with studying relevant case studies.	<i>Resolve the problem from case study</i> - Presentation - Report submission	20% 20%

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Melton, L. (2024, April 8). *The Complete Guide to Partner Marketing in 2025*. Channeltivity. <https://www.channeltivity.com/blog/the-complete-guide-to-partner-marketing/>

### **2. Important Documents for Extra Study**

Lund, R., & Greyser, S. A. (2015). *Corporate Sponsorship in Culture – A Case of Partnership in Relationship Building and Collaborative Marketing by a Global Financial Institution and a Major Art Museum* (Working Paper Nos. 16–041; p. 34). Harvard Business School.

Friedman, H. (2025). *Mastering Partner Marketing: Tips, Types, and Tactics*. Improvado. <https://improvado.io/blog/partner-marketing-guide>

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

PrimoStats. (2023, December 26). *8 Types of Partnership Marketing [With Examples]*. <https://primostats.com/blog/types-of-partnership-marketing-examples/>

## **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.