



College of Hospitality Industry Management

TQF.5 Course Report

Course Code : MIB6105

Course Title : International Partnerize Marketing

Credits : 3(3-0-9)

Semester /Academic Year : 2 / 2024

Students : Master of Business Administration **Program in** International Business

Lecturer(s) : Dr. Nalin Simasathiansophon

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section 1: General Information

1. Course Code and Title : MIB6105 International Partnerize Marketing

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Ms.Nalin Simasathiansophon

Sections: 01

Room No. 3653

4. Semester and Academic Year

Semester 2 Academic Year 2024

5. Venue

College of Hospitality Industry Management, Building 36

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
1. Introduction to International Partnerize Marketing - Partnership Marketing Concept - Type of Partnership Marketing	6 hours	6 hours	-
2. Partnership Strategies - Building Partnership Marketing Campaigns - Impact of Negotiation on Partnership - Problems and Solutions of Partnership Marketing	6 hours	6 hours	-
3. Competitive Advantage for Partnership Marketing - Partnership Marketing Assets 1) Branding 2) Audience and Customers 3) Marketing Tools	6 hours	6 hours	-
4. Generate Revenue and Decrease Costs - New Customer Acquisition - Increasing Average Transactional Value (ATV) From Customers - Increasing the Average Number of Transactions (ANT) From Customers	9 hours	9 hours	-

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
5. Market Opportunities Assessment - Economic Value Assessment - Factors to Achieving Successful Connection - Cultural Sensitivity in partnership Marketing	6 hours	6 hours	
6. Associating Your Brand - Target Market - Strategies to Enhance Offering	6 hours	6 hours	-
7. Putting Partnership Marketing into Play - Partner-Friendly Brands - The 4Ps to Successful Marketing Partnerships	6 hours	6 hours	-
<ul style="list-style-type: none"> • Group project presentation • Class summary • Final Exam Review 	6 hours	6 hours	-
Total	48	48	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Knowledge	(1) Mid-term exam (2) Final exam	✓	-	-
2. Skills	(1) Cooperative Activities (2) Group project	✓	-	It is quite hard to do a class discussion for online class. Thus, lecturer encouraged all students to study on-site.
3. Ethics	(1) Punctuality (2) Attendance	✓	-	-
4. Character	Cooperative Activities	✓	-	-

4. Suggestions for Improving Teaching Methods

Activities, discussion and cooperative learning should be carefully assigned and should be mixed with various technologies to encourage student to study via online platform.

Section 3 : Course Outcomes

1. Number of registered students : 6

2. Number of students at the end of semester : 6

3 Number of students who withdrew (W) : -

4. Grade distribution

Grade	No. of students	Percentage
A	5	83.33
A-	1	16.67
B+	-	-
B	-	-
B-	-	-
C ⁺	-	-
C	-	-
C-	-	-
D ⁺	-	-
D	-	-
D-	-	-
F	-	-
Incomplete (I)	-	-

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Interview 2. Group discussion 3. Question & answer	1. Students like to learn from external expertise. 2. Students can analyze business situation based on a given case study. 3. Students can apply partnerize marketing concept in international business environment.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: Some students' device did not support the online learning platform.	Impacts on students' learning: Lecturer could not see the face of students. Thus, it reduced the learning atmosphere as well as could not see the reaction of students.

2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

This course allows students to apply digital technology to solve partnerize marketing problem with real business practice.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer should assign more cooperative learning tasks to encourage students to apply their knowledge in creative way.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods
Students want to learn from experts from external organizations.

2.2 Faculty members' opinions on the comments in 2.1
Lecturer should apply various digital technology tools to encourage students to learn.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

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2. Other improvements

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3. Suggestions for improvement for Semester 3 Academic year 2024

Suggestions	Time Frame	Responsible person
A plan to invite a guest speaker to talk in the classroom	Week 11	Dr. Nalin Simasathiansophon

4. Suggestions of faculty member(s) responsible for the course

None

Responsible Faculty Member/Coordinator: Dr.Nalin Simasathiansophon

Signature.......... Submission Date 20 – 03 – 2025

Chairperson/Program Director:

Signature..... Receipt Date