



**College of
Hospitality Industry Management**

TQF.5 Course Report

Course Code : IBB2302

Course Title : Marketing Management

Credits : 3(3-0-6)

Semester /Academic Year : 3 / 2024

Students : Bachelor of Business Administration
Program in Digital International Business

Lecturer(s) : Ms. 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 : IBB2302 Marketing Management

2. Pre-requisite (if any) :

None

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

Ms.Nalin Simasathiansophon

Sections: 07

Room No. 3653

4. Semester and Academic Year

Semester 3 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%)
Topic 1 Understanding Marketing Management	3 hours	3 hours	-
Topic 2 Customer Relationships	3 hours	3 hours	-
Topic 3 Marketing Strategies and Plans	3 hours	4 hours	Students work on hands on activity for one more hour on brand loyalty.
Topic 4 Marketing Research and Marketing Environment Analysis	3 hours	3 hours	-
Topic 5 Creating Loyalty	3 hours	3 hours	-
Topic 6 Analyzing Consumer Markets	3 hours	3 hours	-
Topic 7 Analyzing Business Markets	3 hours	3 hours	
Topic 8 Market Segments and Targets	3 hours	3 hours	
Topic 9 Brand Positioning	3 hours	3 hours	
Topic 10 Product Strategy and Designing Services	3 hours	3 hours	
Topic 11 Pricing Strategies	3 hours	3 hours	
Topic 12 Integrated Marketing Channels and Communication	3 hours	3 hours	
Topic 13 Digital Marketing	3 hours	3 hours	
Course Summary	3 hours	3 hours	-
Total	42	43	

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. Morals and Ethics	(1) Attendance criteria (2) Observation (3) Open-end questions	✓	-	-
2. Knowledge	(1) Mid-term examination (2) Final examination	✓	-	-
3. Cognitive Skills	(1) Peer review (2) Group discussion	✓	-	Students needed to improve analysis skill. So, lecturer should assign more hands-on activity to practice.
4. Interpersonal Skills and Responsibilities	(1) Cooperative learning	✓	-	Students need to aware of their responsibility to group member.
5. Numerical Analysis, Communication and Information Technology Skills	(1) Hands-on technology (2) Group report	✓	-	Students needed to practice on academic reference. Lecturer should explain how to make a reference in APA style.

4. Suggestions for Improving Teaching Methods

Group activities and discussion should be assigned to maximize students' analysis and creative skill. Lecturer should provide more case based learning to encourage students to apply those skills with real situations.

Section 3 : Course Outcomes

1. Number of registered students : 53

2. Number of students at the end of semester : 53

3 Number of students who withdrew (W) : None

4. Grade distribution

Grade	No. of students	Percentage
A	6	11.32
A-	2	3.77
B+	3	5.66
B	3	5.66
B-	3	5.66
C ⁺	5	9.43
C	-	
C-	-	
D+	-	
D	-	
D-	-	
F	-	
Incomplete (I)	31	58.49

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 liked to do a hands-on activity using active learning method. 2. Students were able to apply knowledge learnt in the classroom in their real life situation. 3. Students need to practice more on case based learning.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: Some students have problem when download some mobile application.	Impacts on students' learning : They need to spend more time on practicing after the class finish.

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 their knowledge learnt in the classroom with hands-on activities.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer should assign more active learning techniques to encourage students applying their knowledge in the creative way.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students get more knowledge when applied hands-on activities

2.2 Faculty members' opinions on the comments in 2.1

It is a good activities that allows students to practice their skills.

Section 6 : Improvement Plan

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

Improvement plan proposed in Semester 1 Academic year 2023 - Apply hands-on activities	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided). - Students like to do hands-on activities since it makes them more understand about the content.
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2. Other improvements

None

3. Suggestions for improvement for Semester 1 Academic year 2025

Suggestions	Time Frame	Responsible person
A plan to invite a guest speaker to give the knowledge about digital disruption trend in year 2025.	Week 10	Aj.Nalin Simasathiansophon

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

None

Responsible Faculty Member/Coordinator: Aj.Nalin Simasathiansophon

Signature.....*Nalin*..... Submission Date 20 August 2025

Chairperson/Program Director:

Signature..... Receipt Date