



TQF.3

Course Specification

Suan Sunandha Rajabhat University
College of Communication Arts
Major in Advertising and Marketing Communication

Section 1 General Information

1. Course ID :	AIM1202
2. Course Title :	Marketing Communication
3. Credit :	3 (3-0-6)
4. Curriculum :	Bachelor of Communication Arts
5. Type of subject :	Required subject
6. Responsible lecturer : lecturer :	-
7. Contact Address :	College of Communication Arts
8. Email :	isari.pa@ssru.a.cth
9. Semester :	2/2565
10. Year Level of Students :	1
11. Pre-requisite :	-
12. Co-requisite :	-
13. Learning Location :	Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakornphathom Campus Online : Google Meeting
14. Late Date for Course Preparing and Revising :	18 November 2022

Section 2 Aim and Objective

<p>1. Objectives of Course :</p> <p>For students to understand the roles and methods of marketing communication As a powerful marketing tool and is very popular nowadays The knowledge of marketing communication planning through various tools can be used as a basis for studying advanced courses in advertising and other marketing communications.</p>
<p>For students to keep up with the changes in the current marketing communication situation It consists of marketing communication tools that are always up-to-date. including consumption behavior Sensitive consumers' news-receiving behavior constantly changing behavior as well as allowing students to practice using marketing communication tools appropriate to the situation.</p>

Section 3 Course Structure

<p>1. Course Outline</p> <p>Definition, importance, concept and role of marketing promotion mix as a marketing communication tool to convey entrepreneur's perception to target consumers, guidelines for promotion activity planning to communicate with consumers through traditional and new media, including other modern marketing communication tools</p>			
<p>2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)</p>			
Lecture	Practice	Self Study	Additional
44 hours per semester (Excluding the week of midterm and final exams.	-	-	upon student request
<p>3. Time Length per Week for Individual Academic Consulting and Guidance</p> <p>a. Lecture will be available every from to at College of Communication Arts</p> <p>b. Lecturer can also be reached e-mail for any short consultations: isari.pa@ssru.a.cth</p>			

c. Consult via mobile : 0863583508

Section 4 The Students Learning Outcome Development

1. Morals and Ethics
Morals and Ethics to be developed Be able to deliver or to complete a required task at or the appointed time.
Teaching Strategies The program requires students to follow organizational culture of showing strict discipline by attending class on time, being responsible for group work in terms of taking the roles of group leader or group members and showing honesty by not cheating in the exam or copying other's homework, etc.
Evaluation Strategies <ul style="list-style-type: none">- Evaluation of student's on time class attendance- Evaluation of student's demonstration of his/her responsibility on the assigned tasks- Evaluation of harmony in students group working
2. Knowledge
Knowledge to be Acquired To be able to provide an analysis and provide the solution to real world Problems.
Teaching Strategies <ol style="list-style-type: none">1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet2. Single and group assignment and discussion3. Games for case studies understanding and conclusion.
Evaluation Strategies <ol style="list-style-type: none">1. Evaluation by behaviors, attention and class participation2. Evaluation by group working and discussion3. Evaluation by single assignment4. Evaluation by Proposed Project

<p>5. Evaluation by Class Presentation</p> <p>6. Cooperative Study Course</p>
<p>3. Cognitive Skills</p>
<p>Cognitive Skills to be acquired</p> <ol style="list-style-type: none"> 1.The ability to gather and summarize information, and conduct research 2 .Self-study and sharing information to the class
<p>Teaching Strategies</p> <ol style="list-style-type: none"> 1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Student-centered learning and Problem-based learning
<p>Evaluation Strategies</p> <ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
<p>4. Interpersonal Skills and Responsibilities</p>
<p>Interpersonal Skills and Responsibility to be Developed</p> <p>Adjusting one's self well to the context and organizational culture in which the students take professional practice</p>
<p>Teaching Strategies</p> <p>Learning activities should include cooperative learning, group working including the development of self-responsibility, social responsibility, the awareness of organizational culture as well as human relationship throughout the courses.</p>
<p>Evaluation Strategies</p> <p>The assessment shall be focused on the student's behavior and performance in group presentation and in the involvement of various activities.</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p>

Numerical Analysis, Communication and Information Technology Skills to be Developed

Using information technology to collect data and producing reports together with report presentation

Teaching Strategies

Learning activities shall be organized in various courses so that the students can learn by doing in a variety of situations.

Evaluation Strategies

Evaluate by the correct application of statistics and mathematics to solve problems.

Evaluate by the students' ability to explain and discuss about various case studies during classroom presentation

Section 5: Teaching Schedule and Evaluation

1. Teaching Schedule

Week	Topic and Detail	Hours	Activity and Media	Lecturer(s)
1	Study style Vision	3	Online/On site teaching format via Google Meet 1. Introduction of teachers and students 2. Explanation of course descriptions Teaching, Measurement and Evaluation Activities ask questions and answer questions 3. Discussion, Q&A, and listen to opinions and suggestions from students about this course. 4. Pre-test	Isari Pairoa
2-3	Chapter 1 Introduction -Definition of Marketing Communications -Importance of Marketing Communications -Objectives of marketing communications -Marketing communication process model concept -Marketing communication components and processes -Controllable elements of marketing communications -Elements of marketing communications that are out of control	6	Online/On site teaching format via Google Meet Teaching media: Power point and case studies Week 3 Synchronized Online Lectures Teaching media: Power point and case studies	Isari Pairoa

	Factors to be aware of in marketing communications			
4-5	Chapter 2 Communication Models Concepts and theories that are useful for working in marketing communications, concepts, marketing communication process models. -Laswell model of communication process -Shannon's communication process model and Weaver-Berlo's model of communication processes, concepts and theories that are useful for marketing communications. -Theory of market situation analysis -Theory of environmental analysis concepts and product life cycle theory -Marketing Mix Theory - Concepts and theories on integrated marketing communications	6	Teaching style On demand via VDO Clip Synchronized Online Lectures Teaching media: Power point and case studies	Isari Pairoa
6	Chapter 3 Marketing Communication and Consumer Behavior -Meaning of consumer behavior- Consumer Behavior Model - Analysis of consumer behavior -process of consumer behavior -Factors affecting consumer buying behavior - Consumer journey map	3	Teaching style On demand via VDO Clip Teaching media: Power point and case studies There is an integrated analysis of the budget for the year 2022 by giving examples of research and allowing students to help collect data.	Isari Pairoa
7	Chapter 4 Marketing Communication Planning	3	Online/On site teaching format via Google Meet	Isari Pairoa

	<ul style="list-style-type: none"> -Meaning of marketing communication planning -Importance of marketing communication planning -Objectives of marketing communication planning -Elements of marketing communication planning -Marketing communication planning process -Marketing communication budget - Examples of integrated marketing communication planning 		Teaching media: Power point and case studies	
Midterm Examination				
9	<p>Chapter 5 Sales Promotion Strategies</p> <ul style="list-style-type: none"> -Meaning of Promotion -importance of sales promotion -Purpose of sales promotion -Strategies of sales promotion -types of promotional tools -Evaluation of promotional strategies - Case study of sales promotion 	3	<p>Teaching style On demand via VDO Clip</p> <p>Teaching media: Power point and case studies</p>	Isari Pairoa
10	<p>Chapter 6 Advertising Strategy</p> <ul style="list-style-type: none"> -Meaning of advertising - the importance of advertising -Purpose of advertising - advertising strategy -types of advertising tools -Evaluation of advertising strategies -A case study of advertising 	3	<p>Online/On site teaching format via Google Meet</p> <p>Synchronized Online Lectures</p> <p>Teaching media: Power point and case studies</p>	Isari Pairoa

11	<p>Chapter 7 Public Relations Strategies</p> <ul style="list-style-type: none"> -Meaning of public relations -The importance of public relations -Purpose of public relations -Public relations strategy -types of public relations tools -Evaluation of public relations strategies - case study of public relations 	3	<p>Online/On site teaching format via Google Meet</p> <p>Synchronized Online Lectures</p> <p>Teaching media: Power point and case studies</p>	Isari Pairoa
12	<p>Chapter 8 Sales Strategies Using Salespeople</p> <ul style="list-style-type: none"> -Meaning of selling by salesman -The importance of selling using salespeople. -Objectives of sales using salespersons -Strategies of sales using salespeople. -Types of sales tools used by salespeople. -Evaluation of sales strategies using leg staff - Case studies of sales using salespeople 	3	<p>Online/On site teaching format via Google Meet</p> <p>Synchronized Online Lectures</p> <p>Teaching media: Power point and case studies</p>	Isari Pairoa
13	<p>Chapter 9 Direct Marketing Strategies</p> <ul style="list-style-type: none"> - Definition of direct marketing - The importance of direct marketing - Purpose of direct marketing - Direct marketing strategy - Types of direct marketing tools - Evaluation of direct marketing strategies - Case Studies of Direct Marketing 	3	<p>Teaching style On demand via VDO Clip</p> <p>Teaching media: Power point and case studies</p>	Isari Pairoa
14	<p>Chapter 10 Digital Marketing</p>	3	<p>Online/On site teaching format via</p>	Isari Pairoa

	<p>Strategies</p> <ul style="list-style-type: none"> -Meaning of digital marketing -Importance of digital marketing -Objectives of Digital Marketing - Strategies of marketing through digital media. -Types of digital marketing tools -Evaluation of digital marketing strategies - Case studies of digital marketing 		<p>Google Meet</p> <p>Teaching media: Power point and case studies</p>	
15	<p>Chapter 11 Event Marketing Strategies</p> <ul style="list-style-type: none"> -The meaning of event marketing -The importance of event marketing -Objectives of event marketing - Strategies of event marketing -Types of event marketing tools -Evaluation of marketing strategies through activities - Case studies of marketing communication through activities 	3	<p>Online/On site teaching format via Google Meet</p> <ol style="list-style-type: none"> 1. Submit an individual assignment 2. Submit group work 	Isari Pairoa
Final Examination				

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1.1.1,1.1.2, 1.1.3 1.1.4, 1.1.5	Attendance Participation, brainstorming, discussion Offer feedback in class	Throughout the semester	10
1.1,1.2,1.3,2.1,2.2,3.1,3.2,3.3,4.1 4.2,4.3,4.4,4.5,4.6,5.1,5.2	case study analysis presentation report group work individual work brainstorming Submission of work as assigned	Throughout the semester	30
1.2,1.3,2.1,2.2,3.2,3.3,5.1	Midterm Examination	1-7	30
1.2,1.3,2.1,2.2,3.2,3.3,5.1	Final Examination	9-15	30

Section 6 Learning and Teaching Resources

1. Major Textbook and documents
2. Text and documents
3. Recommended and Internet Resources

Section 7. Course Evaluation and Improvement

<p>1. Strategies for Course Evaluation by Students</p> <p>1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management</p> <p>1.2 Support subject effectiveness evaluation by students before and after studying</p> <p>1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and</p>

students while studying
<p>2. Strategies for Course Evaluation by Lecturer</p> <p>2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration</p> <p>2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration</p> <p>2.3 Evaluation by students' scores</p> <p>2.4 Evaluation of teaching by faculty's academic section</p>
<p>3. Teaching Revision</p> <p>3.1 Lecturer revises teaching/learning process based on the results from the students' Opinion, the lecturer team's observation, and classroom research.</p>
<p>4. Verification of student achievement standards</p> <p>4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration</p> <p>4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives</p> <p>4.3 Cooperation with the next subject lecturer for previous subject evaluation</p>
<p>5. Course Review and Improvement Plan for Course Effectiveness</p> <p>5.1 Revise and develop course structure and process every two years.</p> <p>5.2 Assign different lecturers to teach this course to enhance students' performance.</p>

Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-