Course Specification

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

Section 1 General Information

1. Course ID : AIM3201	
2. Course Title : Marketing Communication	Creativities Strategies
3. Credit : 3(2-2-5)	
4. Curriculum :	Bachelor of Coomuication Arts
5. Type of subject : Major	
6. Responsible lecturer : Isaree Pairao	
lecturer : Asst.Prof. Dr.Prakaikavin	Srijinda
7. Contact Address :	College of Communication Arts
8. Email : Prakaikavin.sr@ssru.ac.th	
9. Semester : 2/2565	
10. Year Level of Students : 2nd Year	
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 : 1 December 2022

Section 2 Aim and Objective

1. Objectives of Course :
This course aims to provide students with knowledge, understanding of the importance and the process of creativity Strategies for creating messages to convey ideas to marketing communication tools. Creative principles for different types of media and able to perform creative works As well as being able to apply the knowledge gained to practice and apply in the marketing communication profession in the future.
2. Objectives of Developing/Revising Course :
This course aims to improve the course to provide students with basic knowledge. It is intellectual preparation in applying the knowledge and understanding learned to practical practice and as a basis for working in other related areas of marketing communication. Ads that are constantly moving until being able to apply it to the professional level in marketing communications.

Section 3 Course Structure

1. Course Outline

Strategy formulation and creative tactics to convey ideas to different types of marketing communication tools, and creative processes in order to obtain images and texts for effective communication to the target group through different types of media both traditional media and modern media creative. Practice production of pieces for various forms of marketing communications.

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Additional
30 hours per semester	30 hours per semester	35 hours per semester	upon student request

(Excluding midterm and final exam week)			

3. Time Length per Week for Individual Academic Consulting and Guidance

    a. Lecture will be available every from to at College of

      Communication Arts

    b. Lecturer can also be reached e-mail for any short consultations:

Prakaikavin.sr@ssru.ac.th

    c. Consult via mobile : 0909155500

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

    - 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

1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet

2. Single and group assignment and discussion

3. Games for case studies understanding and conclusion.

Evaluation Strategies

1. Evaluation by behaviors, attention and class participation

2. Evaluation by group working and discussion

3. Evaluation by single assignment

4. Evaluation by Proposed Project

5. Evaluation by Class Presentation

6. Cooperative Study Course

3. Cognitive Skills

Cognitive Skills to be acquired

1. The ability to gather and summarize information, and conduct research

2. Self-study and sharing information to the class

Teaching Strategies

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

Evaluation Strategies

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

4. Interpersonal Skills and Responsibilities

Interpersonal Skills and Responsibility to be Developed

Adjusting one's self well to the context and organizational culture in which the students take professional practice

Teaching Strategies

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.

Evaluation Strategies

The assessment shall be focused on the student's behavior and performance in group presentation and in the involvement of various activities.

5. Numerical Analysis, Communication and Information Technology Skills

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

1. Teaching Schedule

Week	Topic and Detail	Hours	Activity and Media	Lecturer(s)
1	**Topic 1 : The Concept of Marketing Communication Creativities Strategy** - Concept of Creativities - Concept of Marketing Communication	4	- Instructor lectures using Power Point Presentation about course descriptions Basic Rules for Teachers and Students both in classroom and online learning Including explaining the online classes of each week. - Students discuss and ask questions - The instructor lectures on the topic. General concepts for creating marketing communications. and set issues for students to practice developing their initial creativity - Giving worksheets for students to return to present through Google Classroom.	Asst.Prof.Dr. Prakaikavin Srijinda
2	**Topic 2 : Marketing communications Creativities Strategy** - Creative Mix - Verbal Language in Marketing communications - Non-Verbal Language in Marketing communications	4	- Instructor lectures using Power Point Presentation on Creative Marketing Communication Strategies - Student discussions from case studies by giving a study of marketing communication work then analyze the creative mix	Asst.Prof.Dr. Prakaikavin Srijinda
3	**Topic 3 : Target Market Analysis for Marketing Communication Creativities Strategy** - Message design Strategy - Concept development	4	**1ˢᵗ On demand :** Instructor lectures asynchronously. is a teaching clip Strategies for creating marketing communications through the Classroom system using Power Point	Asst.Prof.Dr. Prakaikavin Srijinda

			Presentation. Discussions from case studies. And let the students practice from the activities at the end of the lesson.	
4	**Topic 4 : Corporate Identity for Marketing Communication** - Corporate Identity - Concept and development process for Corporate Identity	4	**2nd On demand :** Instructor lectures asynchronously. is a teaching clip Topics for creating a brand identity for the creation of marketing communications through the Classroom system using Power Point Presentation, discussion of case studies And let the students practice from the activities at the end of the lesson.	Asst.Prof.Dr. Prakaikavin Srijinda
5	**Topic 5 : Marketing Communication Strategy Development** - Selling Point for Marketing communication - Appeal strategy for Marketing communication	4	**3rd On Demand :** Instructor lectures asynchronously is a teaching clip Topic of creative marketing communication strategy development through Classroom system using Power Point Presentation. Discussion from case studies. And let the students practice from the activities at the end of the lesson.	Asst.Prof.Dr. Prakaikavin Srijinda
6	**Topic 6 : Technique and Execution for Marketing Communication Tactics** - Technique for Marketing Communication - Execution of Marketing Communication		- Instructor lectures using Power Point Presentation on technique and how to present it in marketing communications - Student discussions from case studies by giving a study of marketing communication work Then proceed to create the concept of the	Asst.Prof.Dr. Prakaikavin Srijinda

			event as a Big Idea leading to Key Message and Key Visual.	
7	Topic 7 : Concept and Big Idea for Marketing Communication Creativity - Concept development to Big Idea - Key Message and Key Visual from Big idea - Practical to Marketing Communication exercise	4	- Instructor lectures using Power Point Presentation on technique and how to present it in marketing communications - Student discussions from case studies by giving a study of marketing communication work Then proceed to create the concept of the event as a Big Idea leading to Key Message and Key Visual.	Asst.Prof.Dr. Prakaikavin Srijinda
	Midterm Examination			
9-10	**Topic 8 : Storytelling for Marketing Communication** - Meaning and Important of Storytelling for Marketing Communication - Adaptation and Integration of Storytelling for Marketing Communication	8	- Instructor lectures using Power Point Presentation about storytelling for the creation of marketing communications - Students do Storytelling activities in the form of Transformative Learning.	Asst.Prof.Dr. Prakaikavin Srijinda
11-12	**Topic 9 : Influencers Endorsement for Marketing Communication** - Meaning and Important of Influencers Endorsement for Marketing Communication - Type of Influencers Endorsement for Marketing Communication - Adaptation and Integration for Influencers Endorsement	8	**4st On Demand :** - Instructor lectures asynchronously is a teaching clip Topic of creating work by using certifiers in marketing communications through the Classroom system using Power Point Presentation. Discussions from case studies. And let the students practice from the activities at the end of the lesson.	Asst.Prof.Dr. Prakaikavin Srijinda

			On-site : - Instruct students to practice creative work by using certifiers in classroom marketing communications.	

13-14	**Topic 10 : Event Marketing Creation**
	  - Meaning and Important of Event Marketing
	  - Type of Event Marketing
	  - Adaptation and Integration of Event Marketing
		8	**5st On Demand :** - Instructor lectures asynchronously is a teaching clip Topic of event marketing communications through the Classroom system using Power Point Presentation. Discussions from case studies. And let the students practice from the activities at the end of the lesson.
			On-site : - Instruct students to practice creative work by using certifiers in classroom marketing communications.
				Asst.Prof.Dr. Prakaikavin Srijinda

15	**Topic 14 : Sponsorship Marketing Communication**
	  - Meaning and Important of Sponsorship Marketing
	  - Type of Sponsorship Marketing
	  - Adaptation and Integration of Sponsorship Marketing
		4	Special lecture in class by guest speakers on the topic of creating marketing communications by being a sponsorship marketing.
			- Students practice from the activities at the end of the lesson.
				Asst.Prof.Dr. Prakaikavin Srijinda and guest speakers

16	**Topic 15 : Digital Marketing Communication Creation** - Meaning and Important of Digital Marketing Communication	4	Special lecture in class by guest speakers on the topic of Digital Marketing Communication Creation. - Students practice from the activities at the end of the lesson.	Asst.Prof.Dr. Prakaikavin Srijinda guest speakers

	- Type of Digital Marketing Communication - Adaptation and Integration of Digital Marketing Communication		Page 9	
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, 4.1.2, 4.1.3	Class Attendance and Participation	All	10
2.1.1, 2.1.2, 2.1.3, 2.1.4, 3.1.1, 3.1.2, 3.1.4	Exercises	1, 2, 3, 6	20
3.1.1, 3.1.2, 3.1.3, 3.1.4 4.1.1, 4.1.2, 4.1.3, 5.1.1, 5.1.2, 5.1.4	Practice (Creating marketing communication)	8, 9, 10, 11, 12, 13, 14, 15, 16	40
2.1.2, 2.1.4, 3.1.3, 5.1.1	Final Examination	17	30
	Total		100

Section 6 Learning and Teaching Resources

1. Major Textbook and documents

- Srijinda, P. (2019). Marketing Communication Creativity Strategies. Phetchaburi : Sri Aksorn Printing House.

- Srijinda, P. (2020). Unit 5 Writing for storytelling in public relations. In the Writing for Public Relations Series (Units 1-5), Nonthaburi : Sukhothai Thammathirat Open University

2. Text and documents

- Kotler, P. (2021). Marketing 5.0 – Technology for Humanity. US : Wiley.

- Belch, G. E., & Belch, M. A. (2004). Advertising and promotion: An integrated marketing communications perspective. Boston: McGraw-Hill.

- Turner, M. (1996). The Literary Mind: The Origins of Thought and Language. New York:Oxford University Press.

- Stanton, W.J., Etzel, M.J., Walker, B.L. (2001). Marketing. 12th ed. New York : McGraw-Hill. Companies, inc.

- Srijinda, P.(2020). Big Mountain Music Festival's Brand Communication Strategies. Journal of Mass Communication Technology, RMUTP, 5(1). 37-46.

- Srijinda, P. (2016) The Investigation of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), Focusing on its Effect towards the Thai Economy.

ICEABM 2016 International Conference on Economics, Accounting and Business.

Amsterdam, Netherland.

- Srijinda, P. (2017) The Marketing Communication Strategy of Thai film : a Case of GTH's

Studio. Social Challenges and Financial Issue in XXI century-2017 (ACE:FIIS ;2017), Saint-

Petersburg, Russia.

3. Recommended and Internet Resources

www.brandage.com

www.marketeer.com

www.marketingoops.com

Section 7. Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

  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

  1.2 Support subject effectiveness evaluation by students before and after studying

  1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and

students while studying

2. Strategies for Course Evaluation by Lecturer

  2.1 Evaluation majorly based on students' participation such as students' behaviors and

participation consideration

  2.2 Evaluation by lecturer's point of view such as teaching potential according to set

teaching plan evaluation and teaching atmosphere consideration

  2.3 Evaluation by students' scores

  2.4 Evaluation of teaching by faculty's academic section

3. Teaching Revision

  3.1 Lecturer revises teaching/learning process based on the results from the students'

Opinion, the lecturer team's observation, and classroom research.

4. Verification of student achievement standards

  4.1 Students' outcomes, group works' quality and single assignment the whole semester

harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving

assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

5. Course Review and Improvement Plan for Course Effectiveness

5.1 Revise and develop course structure and process every two

years.

5.2 Assign different lecturers to teach this course to enhance

students' performance.

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	-