

COURSE SPECIFICATIONS

TQF3

Name of Institution: Srinakharinwirot University
Campus/Faculty/Department: College of Creative Industry

Section 1: General Information

1. Course Code and Course Title

Thai: บสส 512 กลยุทธ์การสื่อสารการตลาดแบบบูรณาการ 3(2-2-5)
English: CBM 512 Integrated Marketing Communication and Strategy

2. Semester/Academic Year

Semester: 1
Academic Year: 2021

3. Number of Credits

2

4. Degree and Major

Degree: Master of Science
In Major: Creative Brand Management

5. Responsible Faculty Members

Instructor	Email
Porngarm Virutamasen	porngarm@g.swu.ac.th

6. Pre-requisites (if any)

7. Co-requisites (if any)

8. Venue of Study

7th floor Professor Dr. Saroj Buasri Innovation building, Srinakharinwirot University

9. Date of Latest Course Revision (*the date you completed this form*)

Date: 6 Month: August Year: 2021

Section 2: Course Management

1. Course Description

Thai: ศึกษาหลักการและองค์ประกอบเกี่ยวกับกลยุทธ์การสื่อสารการตลาด ในด้านการวางแผน กระบวนการ และการประยุกต์ใช้สื่อดั้งเดิมและสื่อใหม่ รวมถึงสามารถสร้างการสื่อสารการตลาด การสร้างช่องทางการโฆษณา ประชาสัมพันธ์และจัดจำหน่ายสินค้า โดยมุ่งเน้นไปที่การสร้างภาพลักษณ์สำหรับแบรนด์และการสร้างแบรนด์ เฉพาะบุคคล

English: Principles and components of marketing communication and strategies; integrated marketing communications planning and processing; application of traditional and modern media, development of channels of public relations and advertisement and product distribution, including ability in developing marketing communications especially in development of brand image and personal branding.

2. Course Goals

Upon the completion of this course, the student should be able to:

1. Apply marketing concepts into practice.
2. Develop integrated marketing models/tools related to gems and jewelry business.
3. Present marketing models to public.

3. Expected Learning Outcomes of Program

Course learning outcomes (CLOs)	ELOs
CLO 1 Understanding knowledge and skills in business management and functions	ELO1 .Explain liberal art and science concepts to enhance career in creative industry.
CLO 2 Applying knowledge and skills to plan and manage a mock-up selling event in a public place	ELO2 .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.
CLO 3 Presenting the results of the event in public	
CLO 4 Developing simple business models in gems and jewelry business.	

4. Objectives of Course Development/Revision

N/A

5. Number of Hours per Semester

Lecture or Other In-class Activity	Additional Class Hours for Individual Students	Laboratory/ Field Trip/ Internship	Self Study Hours
2(2-0-4) = 30 hours	At least 1 hour		4

6. Individual Counseling and Guidance Hours

- By appointment

Section 3: Teaching and Evaluation Plans

1. Teaching Plan

Week	Topic	Hrs	Teaching Method and Media	Instructor(s)	CLOs
1	<ul style="list-style-type: none"> - Course Overview - Introduction to Integrated Marketing Communication (IMC) Assignment: Finding final project idea for your final project report	2	Lecture on business environment Active learning: Think, pair, share and small group discussion on business environment of gems and jewelry	Porngarm	
2	<ul style="list-style-type: none"> - Principle of the marketing mix - Element of the mix - New approaches of the marketing mix 		Activity: Grouping for the event and group assignments and functions Small group discussion on jewelry business and its environment Exercise of understanding role and type of the mix	Porngarm	
3	<ul style="list-style-type: none"> - Consumer Behaviour - Perception and Motivation - Attitude - Behavioural influences 		Lecture on business process Active learning: small group discussion on SWU flea market	Porngarm	

			and its environment with presentation Marketing survey assignment		
4	<ul style="list-style-type: none"> - STP Model - Segmentation, Targeting and Positioning - 		<p>Lecture on organization management and functions</p> <p>Active learning: Group consultation</p>	Porngarm	
5	<ul style="list-style-type: none"> - IMC and Medias - Medias and tools for IMC strategy 		<p>Lecture on marketing content</p> <p>Group presentation on marketing survey assignment</p>	Porngarm	
6	<ul style="list-style-type: none"> - Digital and social media - Type of digital media - SEO, Contents, SNS and others - 		Lecture and Case studies	Porngarm	
7	<ul style="list-style-type: none"> - IMC and Brand messages <ul style="list-style-type: none"> o The appropriate and effective brand message that for each media 		Lecture and Presentation	Porngarm	
8	Midterm Exam				
9	<ul style="list-style-type: none"> - Financing & Accounting - Group consultation <p>Presentation of marketing survey assignments</p>		Lecture and Case studies	Porngarm	
10	Foundations of business laws and regulations		Lecture and Group activity: Role play	Porngarm	
11	<ul style="list-style-type: none"> - Business ethics and social responsibility 		Lecture and Case studies	Porngarm	

	- Group consultation				
12	- Business communication - Customer relations and CRM - Group consultation		Group Activity	Pomngarm	
13	- Soft skills for business operations - Group consultation		Final project presentation	Pomngarm	
14	- Rehearsal of business operations		Final project presentation	Pomngarm	
15	-Group presentations		Final exam	Pomngarm	

2. Evaluation Plan

Expected Knowledge/Skill Achievement	Teaching Methods	Evaluation Methods	ELO	CLOs
1.Foundation knowledge of business management 2.Managerial skills and techniques	Lecture Case studies In class assignments Guest speakers	Exam Observation Quizzes Group work Presentation	1 .Explain liberal art and science concepts to enhance career in creative industry. 2 .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.	

Evaluation Methods	Evaluated in Week no.	Percentage
Exam	15	25%
Quiz	3	10%
Case studies	4, 7	20%
In-class discussion	1-7, 8-14	15%
Presentation	7 and 15	

Grading: Grades will be given based on the following score range

grade	Score ranking
A	≥80
B+	76-79
B	70-75
C+	66-69
C	60-65
D+	56-59
D	50-55
E	≤ 49

Section 4: Teaching Materials and Resources

1. Main Texts and Documents

Advertising, Promotion, and other aspects of Integrated Marketing Communications 10th Edition

2. Important Documents and Information Sources

1. *(*other texts also used for the instruction)*
2. *(*other resources and materials used for the instruction)*
- 3.

3. Recommended Documents and Information Sources

1. Harvard Business Review: Manager's Handbook
2. Foundations of Marketing, 6th edition

Section 5: Evaluation and Improvement of Course Management

1. Strategies for Evaluating Course Effectiveness by Students

1. Dedicated discussion session about the course with students during semester
2. Reflections from students during consultation sessions
3. Course evaluation form provided by the Department at the end of semester

2. Evaluation Strategies of Teaching Methods

1. Class observation by members of Department Committee or experienced lecturers
2. Students' performance on exams and other assessments (*please specify: presentations, reports or quizzes*)
3. Course evaluation by students

Improvement of Teaching Methods

N/A (for the course that is offered the first time)

3. Verification of Students' Learning Outcomes

Curriculum committee hold a meeting to:

1. discuss and verify grades for the semester
2. Verify the content validity of the examinations
3. Designate which courses will be verified fully for this semester

4. Review and Plan for Improvement of Course Effectiveness

1. Use the information from TQF 5 from 2020 to improve the course this semester
2. Review and improve course contents, teaching strategies and techniques, course evaluation and assessment
3. Assign a variety of lecturers