

TQF5

COURSE REPORT

CBM 512: Integrated marketing communication and strategy

College of Creative Industry, Srinakharinwirot University

1/2020

Section 1: General Information

1.Course Code and Course Title รหัสและชื่อวิชา	Thai- กลยุทธ์การสื่อสารการตลาดแบบบูรณาการ English- CBM 512: Integrated marketing communication and strategy
2.Semester/Year of Study ภาคการศึกษา/ชั้นปีที่เรียน	Semester: 1
3.Number of Credits จำนวนหน่วยกิต	3(2-2-5)
4.Degree, Major and Course Type หลักสูตร วิชาเอก และ ประเภทของรายวิชา	
5.Responsible Faculty Members อาจารย์ผู้รับผิดชอบรายวิชาและ อาจารย์ผู้สอน	Pongarm Virutamasen, Ph.D.
6.Pre-requisites (if any) รายวิชาที่ต้องเรียนมาก่อน	n/a
7.Co-requisites (if any) รายวิชาที่ต้องเรียนพร้อมกัน	n/a
8.Venue of Study สถานที่เรียน	7th floor, Innovation Building Prof.Dr.Saroj Buasri, Srinakharinwirot University
9.Date of Latest Course Revision วันที่จัดทำหรือปรับปรุงรายละเอียด ของรายวิชา	Date: Jan 6,2020

Section 2: Actual Course Operation Compared with the Teaching Plan (TQF3)

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)
<ul style="list-style-type: none"> <li>- Course Overview</li> <li>- Introduction to Integrated Marketing Communication (IMC)</li> </ul> <p><u>Assignment:</u> Finding final project idea for your final project report</p>	2	2	
<ul style="list-style-type: none"> <li>- Principle of the marketing mix                             <ul style="list-style-type: none"> <li>○ Element of the mix</li> <li>○ New approaches of the marketing mix</li> </ul> </li> </ul> <p><u>Assignment:</u> Exercise of understanding role and type of the mix</p>	2	2	
<ul style="list-style-type: none"> <li>- Consumer Behaviour                             <ul style="list-style-type: none"> <li>○ Perception and Motivation</li> <li>○ Attitude</li> <li>○ Behavioural influences</li> </ul> </li> </ul>	1	1	
<ul style="list-style-type: none"> <li>- STP Model</li> </ul>	1	1	

<ul style="list-style-type: none"> <li>○ Segmentation, Targeting and Positioning</li> </ul> <p><u>Assignment:</u> Analyse the STP Model of product or service</p>			
<b>Topics and Activities</b>	4	4	
<ul style="list-style-type: none"> <li>- SWOT <ul style="list-style-type: none"> <li>○ SWOT analysis</li> </ul> </li> </ul> <p><u>Assignment:</u> Analyse SWOT and identify market of own product or organisation</p>	4	4	
<ul style="list-style-type: none"> <li>- IMC and Medias</li> </ul> <p>1 Medias and tools for IMC strategy</p>			
<ul style="list-style-type: none"> <li>- IMC and Brand messages <ul style="list-style-type: none"> <li>○ The appropriate and effective brand message that for each media</li> </ul> </li> </ul> <p>2 <u>Assignment:</u> In class exercise of whole IMC knowledge</p>			
<ul style="list-style-type: none"> <li>- Digital and social media <ul style="list-style-type: none"> <li>○ Type of digital media</li> <li>○ SEO, Contents, SNS and others</li> </ul> </li> </ul> <p>3 <u>Assignment:</u> Assign final project of</p>			

holistic IMC of you own business choice			
- Planning and Execution <ul style="list-style-type: none"> <li>○ Process of plan and execute the communication</li> </ul> Available room for consulting the final project in class 4			
- IMC Plan for Business 5 Project presentation			

Topic that could not be taught	Significance of the topics	Compensation plan
-	-	-

**2. Effectiveness of the teaching methods specified in the Course Specification:**

ELOs	Course learning outcomes (CLOs)	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
			Yes	No	
ELO1. Explain liberal art and science concepts to enhance career in creative industry	CLO 1 able to discuss the knowledge to the history of jewelry processing	-	✓		

ELO5. Analyze statistical information using digital technology tools and to present the results.	CLO 2 able to analyze jewelry production data for improvement	-	✓		
ELO6.2 Identify gems and jewelry using design, production and gemology concept equivalent to international level (Basic of Jewelry production in manufacturing)	CLO 3 understand jewelry production in Thailand comparing to global	-	✓		

### 3. Suggestions for Improving Teaching Methods:

None

### Section 3: Course Outcomes

1.Number of registered students: 2

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

3.Number of students who withdrew (W): -

**4. Grade distribution:**

Grade	No. of students	Percentage
A	1	50
B+		
B		
C+		
C		
D+		
D		
E	1	50
Incomplete (I)		

**5.Verification of learning outcomes:**

Verification Method	Verification Result
1. Presentation	Grade
2. Exam	
3. Quiz	

**Section 4: Course Evaluation and Improvement plan**

**1. Results of course evaluation:**

**5.1 Faculty members' opinions based on evaluation:**

-

**5.2 Faculty members' general opinions (program meeting, etc.)**

-

**2.Suggestions for improvement for the next offering:**

Suggestions	Time Frame	Responsible person
e-learning module		

**3. Recommendations from the responsible faculty member to the program director: (optional)**

None

**Responsible Faculty Member/Coordinator:**

1. Signature: .....Submission Date: .....

2. Signature: ..... Submission Date: .....

(if there are more than one teaching staff member, please list)

**Chairperson/Program Director:**

3. Signature: ..... Receipt Date: .....

(the chair is the normally number 2, when a course is taught by one ajarn)