**Course Description**

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| **Name of University:** | Rangsit University |
| **School/Faculty/Department:** | International Business  Faculty of Business Administration |

**1. General Information**

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| **1.** | **Course ID and Course Title**  IBM 275 Asian Marketing Strategy | |
| **2.** | **Credit Units (Number of hours per week for lecture, lab, and self-study)**  3 hours (3-0-6) | |
| **3.** | **Programme and Categorization of Course**  Bachelor of Business Administration Programme (BBA) in International Business | |
| **4.** | **Responsible Faculty Member and List of Instructors** | |
|  | Aj. Srisongruk Prohmvitak  srisongruk.p@rsu.ac.th |  |
| **5.** | **Semester/Year Level**  2/2024 | |
| **6.** | **Pre-Requisite Course(s) (if any)**  None | |
| **7.** | **Co-Requisite Course(s) (if any)**  None | |
| **8.** | **Place of Study**  Rangsit University, Rangsit University International College | |
| **9.** | **Date of Preparation or Latest Update**  December 2024 | |

**2. Learning Objectives and Development Objectives**

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| **1.** | **Learning Objectives**    The aim of this course is to allow students to explore the concepts and principles relating to marketing along with being able to identify the marketing practices and elements in order to relate those findings to the marketing principles. Students are expected to understand the customer insights and as to how all the factors in terms of Micro Environment, Macro Environment and the overall situation affect businesses and shapes marketing activities and marketing analysis in organizations. Furthermore, students will get into detailed analysis on customers and the market to determine factors on consumer behavior and buying behavior of customers through exploration and analysis from business case studies, then outline marketing plans and predict consumers’ behavior in the changing market. |
| **2.** | **Objectives for Course Development and Improvement**  To incorporate marketing principles with marketing analytics and business analytics along with the concept on Machine Learning, Artificial Intelligence, Blockchain and much more; so that students are up to date with the changing trends in the business world where business analysis and marketing analysis will be data-driven. |

**3. Course Content and Activities**

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| **1.** | **Course Content** | | | |
|  | The content of this course will include the Marketing principles in business where students will incorporate knowledge in marketing such as market segmentation, marketing mix, product positioning, consumer behavior, marketing communications, market research, marketing plan, business case studies and business innovation. Assessments and projects assigned will requires the understanding and the application of the marketing terminologies, the concept of customer engagement, the marketing mix, analysis involving SWOT analysis and PESTEL analysis framework, corporate structure, economic and social analysis. In addition to the marketing principles, the content of this course will include concepts on a data-driven scheme where data are used in businesses to analyze business movements and measure performance. | | | |
| **2.** | **Number of Hours Per Semester** | | | |
| **Lecture** | | **Tutorial** | **Lab/Field Study/Workshop** | **Self-study** |
| Lectures and Discussions:  15 Classes  3 Hours per Class  (Approximately 45 Hours) | | Upon Request | Individual and/or Group Assignments and Projects | 3 - 4 Hours  per Week |
| **3.** | **Number of hours per week for advising and academic counseling for individual students**   * Students can request for academic advices prior to class, in class or after class. * Students can make appointment or stop by at the faculty members’ offices during the specified office hours (6 hours per week). * Students can request academic help through the website of the Department or emails of faculty members. | | | |

**4. Learning Outcomes**

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| **1.** | **Morals and Ethics** | |
|  | Students are expected to grow and develop their understanding towards the business settings through marketing concepts and capture a holistic view of the business world. As well as, the perceived value towards the society as a whole in accordance to the business environment. | |
|  | **1.1** | **Morals and Ethics Development** |
|  |  | Students are expected to be eager for a broader view in life and in business studies. Along with becoming an individual who is sophisticated, open-minded and accept various viewpoints. |
|  | **1.2** | **Methodology** |
|  |  | Understanding the Marketing principles along with business case studies and analysis of various organizations will enhance students’ perception towards the business world and as to how marketing come into action in businesses. |
|  | **1.3** | **Assessment** |
|  |  | Consider the viewpoints of students towards the society and identify student’s perception on business and its effects to the society, in relation to corporate social responsibility and marketing for the benefits of the society. |
| **2.** | **Knowledge** | |
|  | Students are expected to grasp the essence of marketing and the knowledge in terms of its principles; in addition, be inspired by the various elements in marketing and management. | |
|  | **2.1** | **Knowledge Development** |
|  |  | Students are expected to:   * Acquire understanding on the marketing principles, the management concepts, business analysis and problem-solving insights. * Possess knowledge to analyze and create a strategic marketing plan in accordance to project management. Students are expected to be able to integrate knowledge in marketing principles to develop a strategic marketing plan. * Students are expected to be analytical with the business knowledge acquired and have problem-solving skills. |

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|  | **2.2** | **Methodology** |
|  |  | Analyze business case studies of various organizations in order to understand the business and its motives such that students can create an effective marketing plan; with business understanding coupled with the marketing principles, students can develop plans that is applicable in real business practices.  Knowledge elements through the following tasks:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |
|  | **2.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects  Assessments and projects assigned are all constituted to students’ final grade; in which, all assignments and projects involves the evaluation on the understanding and the application of the marketing terminologies, the concept of customer engagement, the marketing mix, analysis involving SWOT analysis and PESTEL analysis framework, corporate structure, economic and social analysis. |
| **3.** | **Intellectual Skills** | |
|  | Students are expected to be able to analyze business situations, problems and apply business knowledge to develop the desired business and are expected to be able to set mitigation plans to solve business problems that may arise. | |
|  | **3.1** | **Intellectual Skills Development** |
|  |  | Students are expected to:   * Able to analyze business problems and apply marketing principles into practice. * Acquire understanding on the marketing insights, the management concepts, and business analysis. * Students are expected to be analytical with the business knowledge acquired and able to solve problems. * Understand business and the society. |
|  | **3.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are also expected to show throughout insights of business through:  - Business Case Analysis  - Business Projects  - Individual Assignments and Presentations  - Group Assignments and Presentations |

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|  | **3.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |
| **4.** | **Interpersonal Skills and Responsibility** | |
|  | Understand business movements and issues in the society in accordance with all-time learning attitude and a growth mindset. | |
|  | **4.1** | **Interpersonal Skills and Responsibility Development** |
|  |  | Students are expected to:   * Articulate business and its environment and to be able to analyze business problems and apply marketing principles into practice. * Able to show leadership, contribute opinions to the class with confidence along with being open-minded on different point of views. * Be a team player. |
|  | **4.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are expected to develop their intellectual skills through:  - Class Participations  - Business Case Analysis  - Business Projects  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Keep Up to Date with Business News |
|  | **4.3** | **Assessment** |
|  |  | Assessments:  - Class Participations  - Business Case Analysis |
| **5.** | **Qualitative and Communication Skills** | |
|  | Students are expected to be able to apply business processes into constructive decision making through analysis on various business factors. | |
|  | **5.1** | **Qualitative, Quantitative, and Communication skills** |
|  |  | Students are expected to:  - Apply the qualitative and quantitative skills along with using the tools and knowledge in corporate finance, budgeting and accounting to strategically overcome business problems.  - Able to present findings in a professional manner. |
|  | **5.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are expected to develop their intellectual skills through:  - Initiate Self-Studies  - Keep Up to Date with Business News |
|  | **5.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |

**5. Course Planning and Assessment**

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| **1. Course Planning** | | | | |
| **Class** | **Topics/Details** | **Hours** | **Learning**  **Activities/**  **Media** | **Instructor** |
| 1 | Customer Value, Engagement and Marketing Strategy | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 2 | Macro and Micro Environment and Competitive Advantage | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 3 | Consumer Behavior and Buyer Decisions | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 4 | Marketing Information and Customer Insights | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 5 | Customer Value-Driven Marketing Strategy | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 6 | Digital Marketing, Social Media and Mobile Marketing, and Public Relations | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 7 | Pricing Strategies | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| Mid-Term Examination | | | | |
| 8 | Integrated Marketing Communications Strategy: Customer Engagement and Customer Value | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 9 | Global Marketing and Sustainable Marketing | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 10 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 11 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 12 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 13 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 14 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 15 | Asian Marketing Perspective: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and etc. | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| Final Examination | | | | |

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| **2. Assessment** | | | | |
| **Activity** | **Learning Outcome** | **Assessment Method** | **Assessment Week** | **Marks Allocation** |
| 1 | 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 5.1, 5.2, 5.3, 5.4 | Mid-Term Examination  Final Examination | Approx.  Week 8  Approx.  Week 16 | 30%  30% |
| 2 | 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4 | Class Attendance and Participation  Assignments, Presentations and Tests | Entire Semester  Entire Semester | 10%  30% |
| **Total** | | | | **100%** |

**6. Course Resources**

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| **1.** | **Required Textbooks and Readings** |
|  | * Kotler, P. and Armstrong, G. (2021) Principles of Marketing (Global Edition, 18th Ed.), London. Pearson. |
| **2.** | **Supplementary Reading List/References** |
|  | - Business case studies and additional study materials as provided by the lecturer |
| **3.** | **Recommended Reading List/References** |
|  | * Business case studies and additional study materials as provided by the lecturer |

**7. Course Feedback and Improvement**

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| **1.** | **Course Evaluation by Students** |
|  | * End-Semester Questionnaire * Class Evaluation * Discussion with Students |
| **2.** | **Other Methods of Course Evaluation** |
|  | * Discussion with Experts |
| **3.** | **Course Development and Improvement** |
|  | * Research * Seminars * Workshops * Meetings * Course Mentor * Class Observation * Knowledge Sharing |
| **4.** | **Quality Assurance of the Course** |
|  | * Internal Committee * External Committee * Internal Quality Assurance * External Quality Assurance |
| 5. | **Course Revision and Development Plan** |
|  | * Major revision every 5 years * Minor revision where appropriate |