



มหาวิทยาลัยรังสิต

Course Description**School/Faculty/Department** Rangsit University International College**Program** Bachelor in Business Administration (International Business) **Academic Year** 2025**1. General Information**

IMK311	นวัตกรรมและกลยุทธ์การสร้างสรรค์เพื่อการโฆษณา (Innovative and Creative Strategy for Advertising)	3 (3-0-6)
Co-requisite course(s)	-	
Pre-requisite course(s)	-	
Semester	S/2025(2568), 1/2025(2568)	
Section	160	
Curriculum	☐ Preparatory Courses ☐ General Education Courses ☒ Specialized Core Courses ☐ Free Elective Courses	
Responsible faculty member	Asst.Prof.Sahatchai Hariraksapitak	Full-time Lecturers
Instructors	Asst.Prof.Sahatchai Hariraksapitak	☒ Full-time Lecturers ☐ Guest Lecturers
Place of study		☒ Onsite ☐ Off-site
Date of preparation:	1 June 2025	

2. Course Objectives and Components**1. Learning objectives**

วัตถุประสงค์

- วิเคราะห์ แนวโน้มการโฆษณาร่วมสมัยและพฤติกรรมผู้บริโภค เพื่อระบุโอกาสในการพัฒนากลยุทธ์เชิงสร้างสรรค์และนวัตกรรม
- พัฒนากลยุทธ์การโฆษณาแบบบูรณาการที่ผสมผสานความคิดริเริ่มสร้างสรรค์ ข้อมูลเชิงลึกทางการตลาด และวัตถุประสงค์ของแบรนด์ เพื่อสร้างการมีส่วนร่วมกับกลุ่มเป้าหมายได้อย่างมีประสิทธิภาพ

3. ประยุกต์ใช้เทคนิคการคิดเชิงสร้างสรรค์และทักษะการแก้ปัญหาในการออกแบบแนวคิดการโฆษณาที่ช่วยสร้างความแตกต่างให้กับแบรนด์ในตลาดที่มีการแข่งขันสูง
4. ประเมิน ประสิทธิภาพของกลยุทธ์การโฆษณาโดยใช้ทั้งเกณฑ์เชิงคุณภาพและเชิงปริมาณ พร้อมทั้งเสนอแนวทางปรับปรุงโดยอ้างอิงจากข้อมูลป้อนกลับและผลการดำเนินงาน

Objective

1. Analyze current advertising trends and consumer behavior to identify opportunities for innovative and creative strategic approaches.
2. Develop integrated advertising strategies that combine originality, market insight, and brand objectives to effectively engage target audiences.
3. Apply creative thinking techniques and problem-solving skills to design advertising concepts that differentiate a brand in competitive markets.
4. Evaluate the effectiveness of advertising strategies using qualitative and quantitative criteria, and propose improvements based on feedback and performance data.

2. Course description

รายวิชานี้มุ่งศึกษาและประยุกต์ใช้กลยุทธ์เชิงนวัตกรรมและความคิดสร้างสรรค์ในงานโฆษณาสมัยใหม่ โดยเน้นการผสมผสานความคิดริเริ่ม ข้อมูลเชิงลึกทางการตลาด และเป้าหมายของแบรนด์ ผู้เรียนจะได้เรียนรู้การวิเคราะห์แนวโน้มการโฆษณา การใช้เทคนิคการคิดสร้างสรรค์ และการพัฒนากลยุทธ์โฆษณาแบบบูรณาการเพื่อดึงดูดกลุ่มเป้าหมาย กิจกรรมในรายวิชา กรณีศึกษา การระดมสมอง การมอบหมายโครงการ ซึ่งนักศึกษาสามารถออกแบบและประเมินกลยุทธ์การสร้างสรรค์โฆษณาสำหรับโลกแห่งความเป็นจริง

This course explores innovative and creative strategies in modern advertising, emphasizing the integration of originality, market insights, and brand objectives. Students will learn to analyze advertising trends, apply creative thinking methods, and develop integrated campaigns that effectively engage target audiences. Practical case studies, brainstorming workshops, and project-based assignments will enable students to design and evaluate advertising strategies for real-world scenarios.

3. Number of weekly hours for advising and academic counseling for individual students.

- 3-4 hours/week

■ Email: Sahatchai.ha@rsu.ac.th

□ Facebook: -

■ Line: IMK311- InCreStraAd

■ Other Specify: Google

Classroom: 11-301

4. Course Learning Outcomes (CLOs):

(For courses that use the standard curriculum criteria of B.E. 2565 only)

เมื่อสิ้นสุดรายวิชา นักศึกษาจะสามารถ:

1. วิเคราะห์ แนวโน้มการโฆษณาและพฤติกรรมผู้บริโภคในปัจจุบัน เพื่อระบุโอกาสสำหรับการพัฒนากลยุทธ์เชิงนวัตกรรมและความคิดสร้างสรรค์
2. พัฒนา กลยุทธ์การโฆษณาแบบบูรณาการที่ผสมผสานความคิดริเริ่มสร้างสรรค์ ข้อมูลเชิงลึกทางการตลาด และเป้าหมายของแบรนด์ เพื่อดึงดูดกลุ่มเป้าหมายอย่างมีประสิทธิภาพ
3. ประยุกต์ใช้ เทคนิคการคิดสร้างสรรค์และการแก้ปัญหา เพื่อออกแบบแนวคิดโฆษณาที่สร้างความแตกต่างให้กับแบรนด์ในตลาดที่มีการแข่งขันสูง
4. ประเมิน ประสิทธิภาพของกลยุทธ์การโฆษณาโดยใช้เกณฑ์เชิงคุณภาพและเชิงปริมาณ พร้อมทั้งเสนอแนวทางปรับปรุงโดยอ้างอิงจากข้อมูลผลการดำเนินงานและข้อเสนอแนะ

Upon completion of this course, students will be able to:

1. Analyze current advertising trends and consumer behavior to identify opportunities for innovative and creative strategic approaches.
2. Develop integrated advertising strategies that combine originality, market insight, and brand objectives to effectively engage target audiences.
3. Apply creative thinking techniques and problem-solving skills to design advertising concepts that differentiate a brand in competitive markets.
4. Evaluate the effectiveness of advertising strategies using qualitative and quantitative criteria, and propose improvements based on feedback and performance data.

3. Student Learning Outcomes

Development of subject learning outcomes following the desired learning standards for each domain is as follows:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	-Able to understand the meaning, importance and the role of advertising. -Able to analyze current advertising trends and consumer behavior to identify opportunities for innovative and creative strategic approaches.	- Lectures on advertising theories and case studies. - Group discussions on current advertising campaigns. - Market trend analysis workshops.	-Individual written analysis of an advertising trend (20%). -Class participation and discussion (formative assessment).
2	Able to develop integrated advertising strategies that combine originality, market insight, and brand objectives to effectively engage target audiences.	-Strategy development workshops. -Group projects focused on real-world advertising briefs. -Guest lectures from industry professionals.	-Group project report and presentation of an integrated advertising strategy (25%). -Peer and instructor

			evaluation of group collaboration.
3	Able to apply creative thinking techniques and problem-solving skills to design advertising concepts that differentiate a brand in competitive markets.	-Creative brainstorming sessions. -Design thinking and ideation activities. -Case-based learning (analysis of award-winning campaigns).	-Individual creative portfolio (advertising concepts, sketches, mock-ups) (25%). -In-class idea pitching exercises (formative).
4	Evaluate the effectiveness of advertising strategies using qualitative and quantitative criteria, and propose improvements based on feedback and performance data.	-Lectures and workshops on advertising metrics, KPIs, and evaluation tools. -Practical exercises with campaign evaluation data. -Group discussions on campaign performance case studies.	-Final exam with case-based questions (20%). -Reflective report on campaign evaluation and improvement proposal (10%).

2. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	-Creative, analytical, and professional competencies that students should develop	-Hands-on workshops in creative ideation, campaign design, and media integration. -Simulated client briefs and pitching sessions to practice real-world problem-solving	-Creative portfolio showcasing multiple advertising concepts and strategies (20%). -Practical skills test in campaign design and analytics interpretation (formative). -Group project requiring application of learned tools and techniques (part of 25%).

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.	Include lessons about self-discipline, timeliness, and accountability to society.	To teach students to be accountable for their work, work well with others, and be on time, assignments must be turned in on time.

4. Characteristics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Take ownership of the responsibilities given.	Tasks should be assigned with due dates.	Pay attention to conduct and work submission.

(The development of learning outcomes in each desired standard must align with those specified in the plan that shows the distribution of responsibility for learning outcomes from the curriculum to the subjects (Curriculum Mapping), as defined in the curriculum details, by each learning standard.)

4. Course Planning and Assessment

1. Course planning

Week	Topics/Details	Learning Activities/Media	Hours	Instructor
1	Introduction to Advertising: Definition, Functions, Role, Types	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
2	Advertising & Consumer Behavior: Understanding audience,	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
3	Advertising Agencies & Industry Structure: Types of agency and roles Agency-client relationship	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
4	Advertising Planning Process: Setting objective, positioning, budgeting IMC integration	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
5	Message Strategy & Creative	- Lecture	3	Asst.Prof.

Week	Topics/Details	Learning Activities/Media	Hours	Instructor
	Brief: Creative strategies, appeals (emotional, rational) Components of a creative brief	- Discussion - Research Case - Assessment		Sahatchai Hariraksapitak
6	Media Planning & Buying. Traditional & digital media overview Media Mix strategy, reach & frequency	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
7	Ethics & Regulation in Advertising Legal issues, deceptive advertising, cultural sensitivity	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
i. Mid-Term Examination - Covers Weeks 1-7				
9	Creative Execution: Print, TV, Radio How creative concept comes to life Copywriting, visuals, storytelling	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak.
10	Creative Execution: Print, TV, Radio How creative concept comes to life Copywriting, visuals, storytelling	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
11	Digital & Social Media Advertising: Platforms, targeting, influencer marketing Trends in programmatic and data-driven ads	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
12	Evaluating Ad Effectiveness: KPIs, ROI testing methods	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
13	Campaign Project Presentation (part 2)	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
14	Campaign Project Presentation (Part 3)	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
15	Campaign Project Presentation (Part 4)	- Lecture - Discussion - Research Case - Assessment	3	Asst. Prof. Sahatchai Hariraksapitak
16	Final Examination		3	Asst. Prof. Sahatchai Hariraksapitak
Total			48	

(Specify the topic/details, the week of instruction, the number of teaching hours (which must correspond with the number of credits), the teaching activities and the media used, and the instructor for each topic/detail of the course.)

2. Assessment

Activity	Learning Outcome	Assessment Method	Assessment Week
1.1, 1.2	Mid-Term Examination Final Examination	Approx. Week 8 Approx. Week 16	20% 20%
2.1, 2.2	Class Attendance and Participation	Entire Semester	10%
4.1, 4.2	Assignments, Presentations and Tests	Entire Semester	50%

3. The alignment of Course Learning Outcomes (CLOs) with learning results.

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

CLOs	1. Knowledge		2. Skills		3. Ethics		4. Characteristics	
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Able to understand the meaning, importance of marketing to the economy, and the role of marketing. CLO 2 Able to demonstrate the marketing-influenced environment, market segmentation, target customer identification, product positioning, and consumer behavior. CLO 3 Able to understand marketing information systems, product classification and product mix, pricing policies and strategies, as well as selecting distribution channels and marketing promotions.	✓							
CLO 1 Able to apply analytical thinking to pinpoint business issues and find business solutions.				✓				
CLO 1 Maintain discipline, be on time, be accountable to others and					✓			

to oneself, and be orderly.								
CLO 1 Take ownership of the responsibilities given.							✓	

(Specify the CLOs for each item that aligns with the learning outcomes.)

5. Course Resources

1. Main textbooks and documents

Arens, William F. (1999) Contemporary Advertising-7th International, Irwin McGraw-United State of America.

(Identify the main textbooks and documents used in teaching.)

2. Essential documents and information

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(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further)

3. Recommended documents and information

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(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further.)

6. Course Feedback and Improvement

1. Course evaluation by students

- ☐ Student evaluation of teaching effectiveness
- ☐ Course evaluation form
- ☐ Group discussions between instructors and learners
- ☐ Reflections based on learners' behavior
- ☐ Suggestions through online channels prepared by the instructor for communication with students
- ☐ Others (please specify)

2. Other methods of course evaluation

- ☐ Instructor evaluation form
- ☐ Reflected by students
- ☐ Exam results
- ☐ Review of the assessment of learning outcomes
- ☐ Evaluation by the academic standards oversight committee
- ☐ Observation of teaching by the teaching team members
- ☐ Others (please specify)

3. Course development and improvement

- ☐ Seminar on teaching management
- ☐ Research inside and outside the classroom
- ☐ Others (please specify)

4. The process of reviewing students' learning outcomes for a course.

- ☐ Committees are established in the department to review students' learning outcomes by examining exam reports, grading methods, and behavioral assessments.
- ☐ Review of grading for student work by the department and faculty committee.
- ☐ Review of grading based on random inspections of student work by instructors or other qualified individuals who are not regular course instructors.
- ☐ Others (please specify)

5. Course revision and development plan

- ☐ Revise the course annually based on suggestions and the review results per section 4.
- ☐ Revise the course annually based on the instructor evaluation results by students.
- ☐ Others (please specify)

Note:Please **delete** the red text explaining information or sample message and note it when submitting information to the Office of Academic Standard.