

**TQF.5 Course Report**

**Course Code :** IBP2312

**Course Title :** Marketing Management

**Credits :** 3(3-0-6)

**Semester /Academic Year :** 1 / 2020

**Students :** Bachelor of Business Administration

**Program in** Digital International Business

**Lecturer(s) :** Ms. Nalin Simasathiansophon

International College, Suan Sunandha Rajabhat University

**Course Report**

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| **Institution** : Suan Sunandha Rajabhat University  **Campus/Faculty/Department** : International College |
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**Section 1: General Information**

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| **1. Course Code and Title :** IBP2312 Marketing Management |

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| **2. Pre-requisite (if any) :**  None | |
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| **3. Faculty Member(s) Teaching the Course and Sections**  Ms.Nalin Simasathiansophon  **Sections:** 01  **Room No.**  402 |

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| **4. Semester and Academic Year**  Semester 1 Academic Year 2020 |

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| **5. Venue**  International College, Nakhon Pathom Campus |

**Section 2 : Actual Teaching Hours Compared with**

**Teaching Hours Specified in the Teaching Plan**

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| **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) (in case the discrepancy is more than 25%)** |
| ***Topic 1* *Understanding Marketing Management***   * Introduction * Marketing Strategies and Plans | | | 6 hours | | 6 hours | | | | - |
| ***Topic 2 Capturing Marketing Insights***   * Market Research and Forecasting | | | 3 hours | | 3 hours | | | | - |
| ***Topic 3 Connecting with Customers***   * Creating Loyalty * Analyzing Consumer Markets * Analyzing Business Markets | | | 9 hours | | 10 hours | | | | Students work on hands on activity for one more hour on brand loyalty. |
| ***Topic 4 Building Strong Brands***   * Market Segments and Targets * Brand Positioning | | | 6 hours | | 6 hours | | | | - |
| ***Topic 5 Creating Value***   * Product Strategy * Designing Services * Pricing Strategies | | | 9 hours | | 9 hours | | | | - |
| ***Topic 6 Communicating Value***   * Integrated Marketing Communication * Digital Marketing | | | 6 hours | | 6 hours | | | | - |
| **Course Summary** | | | 3 hours | | 3 hours | | | | - |
| **Total** | | | **42** | | **43** | | | |  |
| **2. Topics that couldn’t be taught as planned** | | | | | | | | | |
| **Topics that couldn’t be taught (if any)** | | **Significance of the topics that couldn’t be taught** | | | | | **Compensation** | | |
| None | | None | | | | | None | | |
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| **3. Effectiveness of the teaching methods specified in the Course Specification** | | | | | | | | | |
| **Learning Outcomes** | **Teaching methods specified in the course specification** | | | **Effectiveness**  **(Use 🗸)** | | | | **Problems of the teaching method(s) (if any) and suggestions** | |
| **Yes** | | **No** | |
| 1. Morals and Ethics | 1. Attendance criteria 2. Observation 3. Open-end questions | | | 🗸 | | - | | - | |
| 2. Knowledge | 1. Mid-term examination 2. Final examination | | | 🗸 | | - | | - | |
| 3. Cognitive Skills | 1. Peer review 2. Group discussion | | | 🗸 | | - | | Students needed to improve analysis skill. So, lecturer should assign more hands-on activity to practice. | |
| 4. Interpersonal Skills and Responsibilities | 1. Cooperative learning | | | ✓ | | - | | Students need to aware of their responsibility to group member. | |
| 5. Numerical Analysis, Communication and Information Technology Skills | 1. Hands-on technology 2. Group report | | | 🗸 | | - | | Students needed to practice on academic reference. Lecturer should explain how to make a reference in APA style. | |

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| **4. Suggestions for Improving Teaching Methods**  Group activities and discussion should be assigned to maximize students’ analysis and creative skill. Lecturer should provide more case based learning to encourage students to apply those skills with real situations. |

**Section 3 : Course Outcomes**

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| **1. Number of registered students** : 13 | | | |
| **2. Number of students at the end of semester** : 13 | | | |
| **3 Number of students who withdrew (W)** : None | | | |
| **4. Grade distribution**   |  |  |  | | --- | --- | --- | | Grade | No. of students | Percentage | | A | 5 | 38.46 | | A- | 2 | 15.38 | | B+ | 3 | 23.07 | | B | - | - | | B- | 2 | 15.38 | | C+ | 1 | 7.69 | | C | - | - | | C- | - | - | | D+ | - | - | | D | - | - | | D- | - | - | | F | - | - | | Incomplete (I) | - | - | | | | |
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| **5. Factors causing unusual distribution of grades (If any)**  None | | | |
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| **6. Discrepancies in the evaluation plan specified in the Course Specification** | | |
| 6.1 Discrepancy in evaluation time frame | | |
| Details of Discrepancy | | Reasons |
| None | | None |
| 6.2 Discrepancy in evaluation methods | | |
| Details of Discrepancy | | Reasons |
| None | | None |
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| **7. Verification of students’ achievements** | | |
| Verification Method(s) | Verification Result(s) | |
| 1. Interview  2. Group discussion  3. Question & answer | 1. Students liked to do a hands-on activity using active learning method.  2. Students were able to apply knowledge learnt in the classroom in their real life situation.  3. Students need to practice more on case based learning. | |

**Section 4 : Problems and Impacts**

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| **1. Teaching and learning resources** | |
| **Teaching Problems:**  None | **Impacts on students’ learning :**  None |
| **Learning Resources Problems:**  Some students have problem when download some mobile application. | **Impacts on students’ learning :**  They need to spend more time on practicing after the class finish. |

**2. Administration and organization**

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| **Problems from administration**  None | **Impacts on students’ learning**  None |
| **Problems from organization**  None | **Impacts on students’ learning**  None |

**Section 5 : Course Evaluation**

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| **1. Results of course evaluation by students** |
| * 1. Important comments from evaluation by students   This course allows students to apply their knowledge learnt in the classroom with hands-on activities. |
| 1.2 Faculty members’ opinions on the comments in 1.1  Lecturer should assign more active learning techniques to encourage students applying their knowledge in the creative way. |
| **2. Results of course evaluation by other evaluation methods** |
| 2.1 Important comments from evaluation by other evaluation methods  Students get more knowledge when visited Digital Economy Promotion Agency (DEPA) and learn how new startup can use DEPA service to promote their global expansion. |
| 2.2 Faculty members’ opinions on the comments in 2.1  It is a good opportunity for students to learn from the expert. It also inspires students to establish a start-up company after they graduated. |

**Section 6 : Improvement Plan**

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| **1. Progress of teaching and learning improvement recommended in the previous Course Report** | | |
| **Improvement plan proposed in Semester 1 Academic year 2020**  - Go for a field trip. | **Results of the plan implementation (In case no action was taken nor completed, reasons must be provided).**  - Students like to go for a field trip since they can get lots of things from experts. | |
| **2. Other improvements**  None | |

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| **3. Suggestions for improvement for Semester 2 Academic year 2020** | | |
| Suggestions | Time Frame | Responsible person |
| A plan to invite a guest speaker to give the knowledge about digital disruption trend in year 2021. | Week 10 | Aj.Nalin Simasathiansophon |
| **4. Suggestions of faculty member(s) responsible for the course**  None | | |

**Responsible Faculty Member/Coordinator:** Aj.Nalin Simasathiansophon

Signature......................................... Submission Date 28 December 2020

**Chairperson/Program Director:** ……………………………………..…………….

Signature............................................. Receipt Date ........................................