

TQF.3

🗹 Bachelor’s Degree

□ Master’s Degree

**Course Specification**

**Course Code:** IIB3429

**Course Title:** International Marketing

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

**Program:**International Business

International College

SuanSunandhaRajabhat University

(SSRUIC)

**Semester :**1 **Academic Year :**2017

**Section 1 General Information**

1. **Code and Course Title :**

Course Code: IIB3427

Course Title (English): International Marketing

Course Title (Thai): การตลาดระหว่างประเทศ

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

**3. Curriculum and Course Category :**

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2011.

3.2 Course Category:

□ General Education 🗹Major Course

□ Elective Course □ Others …………….

**4. Lecturer Responsible for Course and Instructional Course**

**Lecturer (s) :**

4.1Lecturer Responsible for Course: Dr.Yingsak Vanpetch

4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number401Tel. 088-0449777 E-mail: v.yingsak@gmail.com

**6. Semester/Yearof Study**

6.1 Semester:1Year of Study 2017

6.2 Number of the students enrolled: 36 students

**7. Pre-requisite Course (If any)**

CourseCode: NoneCourse Title: None

**8. Co-requisite Course (If any)**

Course Code: None Course Title:None

**9. Learning Location**

**Building:** International College, Nakhonpathom Education Center

**10. Last Date for Preparing and Revising this Course:**

30th July 2017

**Section 2 Aims and Objectives**

**1. Course Aims**

At the end of this course, the student will reach to five domainsin the following areas of performance:

1.1Morals and Ethics

1. The ability to deliver or to complete a required task at or the appointed time,
2. The ability to do the right thing according to the values, beliefs and principles they claim to hold,
3. The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

1. The ability to identify the business theories and describe important case studies,
2. The ability to provide an analysis and provide the solution to real world problems,
3. The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

1. The ability to gather and summarize information, and conduct research,
2. Self-study and sharing information to the class,
3. The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

1. The ability to communicate in English,
2. The ability to use English to solve business problem,
3. Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information TechnologySkills

1. Be able to use basic ICT skills and apply them to daily life,
2. Be able to use statistics and mathematics to solve business problems,
3. Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

**2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2016 academic year, students should develop their abilities as follow:

1. To develop an understanding of the elements of the marketing process and theories.
2. To learn how to apply the marketing process to real life business cases, including current world/business news, and develop recommendations to help the business create and sustain competitive advantage.
3. To improve communication skills through the use of team and individual assignments
4. To develop an appreciation for the decision making process required to build strategy in organizations

Therefore, the purpose for developing course content is that it should encourage students on interpersonal skills, team work, and creative thinking. They should be able to apply their knowledge and integrated with other disciplines. The assessment should be assigned in every class in order to improve students’ knowledge, cognitive skills, and interpersonal skills which are important for their future careers.

**Section 3 Characteristics and Operation**

**1. Course Outline**

The conceptual framework for marketing across national borders, marketing within different foreign environments, international marketing, and factor that affect decision-making in an international setting

กรอบแนวคิดสำหรับการตลาดข้ามพรหมแดนของประเทศ การตลาดต่างประเทศในสภาพแวดล้อมที่แตกต่างกัน การตลาดระหว่างประเทศและปัจจัยที่มีผลต่อการตัดสินใจในการตั้งค่าระหว่างประเทศ

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study– hours)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lecture(hours)** | **Remedial Class**  **(hours)** | **Practice/**  **Field Work/**  **Internship (hours)** | **Self-Study**  **(hours)** |
| 48 hours | - | 96 hours | 3+ (if any) |

**3. Time Length per Week for IndividualAcademic Consulting and Guidance**

(The lecturer responsible for courseidentifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room No.: 401

Building:International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 088-0449777

3.3 Consulting via E-Mail: v.yingsak@gmail.com

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line id: neal120

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.teacher.ssru.ac.th/yingsak

**Section 4 Developing Student’s Learning Outcomes**

**1. Morals and Ethics**

1.1 Morals and Ethics to be developed

⚫ (1) The ability to deliver or to complete a required task at or the

appointed time,

⚫ (2) The ability to do the right thing according to the values, beliefs and

principles they claim to hold,

⚫ (3) The ability to make decisions in business according to moral

concepts and judgments.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time,

(2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

(1) Checking student attendance every class,

(2) Evaluate from how many students cheating in exam,

(3) Evaluate from students’ responsibility on their contribution on

group project.

**2. Knowledge**

2.1 Knowledge to be acquired

⚫ (1) The ability to identify the business theories and describe important

case study,

⚫ (2) The ability to provide an analysis and provide the solution to real

world problems,

⚫ (3) The ability to use business knowledge integrated with other

disciplines.

2.2 Teaching Strategies

(1) Use Problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final exam,

(2) A group project,

(3) Class Presentation.

**3. Cognitive Skills**

3.1 Cognitive Skills to be developed

⚫ (1) The ability to gather and summarize information, and conduct

research,

⚫ (2) Self-study and sharing information to the class,

⚫ (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

(1) Group presentations,

(2) Participate in real competitions such as business plan writing,

(3) Problem-based learning.

3.3 Evaluation Strategies

(1) Evaluate individual and group research and studies,

(2) Evaluate in class activities and personal involvement,

(3) Class presentations and discussion.

**4. Interpersonal Skills and Responsibility**

4.1 Interpersonal Skills and Responsibility to be developed

**⚫** (1) The ability to communicate in English**,**

**⚫** (2) The ability to use English to solve business problem**,**

⚫ (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

(1) Allow students with work in unfamiliar situation with new team members**,**

(2) Practice business manner and how to deal with customers**,**

(3) Use advance business English to communicate in class and with lecturers**.**

4.3 Evaluation Strategies

(1) How students participate in teamwork,

(2) How students use advance business English in their presentation,

(3) Evaluate students’ business creativities and innovativeness by

keynote speaker involvement or students contest organization.

**5. Numerical Analysis, Communication and Information Technology Skills**

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

⚫ (1) Be able to use basic ICT skills and apply them to daily life,

⚫ (2) Be able to use statistics and mathematics to solve business problems,

⚫ (3) Be able to use IT to search for new knowledge and apply numerical

analysis in communication with emphasis on practical and real life

experiences.

5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge

of statistics and mathematics to solve business problems,

(2) Use activities such as encouraging students to show their work in

an exhibition,

(3) Students will form a team and do the group projects that require

two-ways communication and develop their social skills.

5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics and mathematics to

solve problems,

(2) Evaluate their ability to present their work in at an exhibition,

(3) Evaluate their ability to use software computer such as Photoshop

doing their work.

**Remark:**  ⚫ Symbol● means ‘major responsibility’

🌕 Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

**Section 5 Lesson Plan and Assessment**

**1. Lesson Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
| 1 | **Topic 1** Introduction to International Marketing   * Development of business operations * Advantages and disadvantages of international marketing * Types of international company * The objective of international marketing | 3 hrs | - Pretest  - Direct instruction and group discussion  - Student center: cooperative learning (round robin) | Dr. Yingsak Vanpetch |
| 2 | **Topic 2** Information base for global marketing   * Marketing information * Data to support market entry decision * Data for market expansion * Information to coordinate worldwide * Primary sources for international marketing * Marketing analysis from research data | 3 hrs | - Direct instruction  - Problem based learning: case study  - Student center: cooperative learning (TAI: Team Assist Individual) | Dr. Yingsak Vanpetch |
| 3 | **Topic 3** Mode of entry to international marketing   * International market entry supporting factors * International market entry strategies | 3 hrs | - Direct Instruction  - Student center: cooperative learning (think – pair – share) | Dr. Yingsak Vanpetch |
| 4 | **Topic 4** Culture and negotiation   * Hofstede’ culture dimensions * Adapting to foreign culture * Negotiation for international marketing * Negotiation strategies | 3 hrs | - Direct Instruction  - Student center: cooperative learning (rally robin) | Dr. Yingsak Vanpetch |
| 5 | **Topic 5** Strategic Planning in international marketing   * Globalization driver * International and global expansion strategies * Basic factors for international market segmentation * Global marketing program development | 3 hrs | - Direct Instruction  - Student center: cooperative learning (jigsaw activity) | Dr. Yingsak Vanpetch |
| 6 | **Topic 6** International marketing environment   * Expansion of international trade * Influencing factors of expansion of international trade | 3 hrs | - Direct Instruction  - Student center: cooperative learning (round robin) | Dr. Yingsak Vanpetch |
| 7 | Group Presentation | 3 hrs | - Oral presentation  - Report  **-** Midterm Review | Dr. Yingsak Vanpetch |
| 8 | **Midterm Examination** | 3 hrs | - Paper test  - Analysis questions  - Essay | Dr. Yingsak Vanpetch |
| 9 | **Topic 7** The brand management in global market   * Global brand * Strategies brand * Global segment & brand positing management * Production positioning for global market * International management of product & brand | 3 hrs | - Direct Instruction  - Problem based learning: case study  - Student center: cooperative learning (role playing) | Dr. Yingsak Vanpetch |
| 10 | **Topic 8** The product management in global market   * Product management * New product success factors | 3 hrs | - Direct Instruction  - Problem based learning: case study  - Student center: cooperative learning (jigsaw problem solving) | Dr. Yingsak Vanpetch |
| 11 | **Topic 9** Global pricing Strategies   * Product pricing method * Drivers of foreign market pricing * Transfer prices between subsidiaries * Foreign exchange rate to selling prices * Pricing polity for international market | 3 hrs | - Direct Instruction  - Student center: cooperative learning (round robin) | Dr. Yingsak Vanpetch |
| 12 | **Topic 10** Global distribution system   * Distribution process * Managing global distribution * Global logistics * Terms of shipment & sale | 3 hrs | - Direct Instruction  - Student center: cooperative learning (rotating feedback) | Dr. Yingsak Vanpetch |
| 13 | **Topic 11** Promotion for global market   * Massage of global marketing communication * Types of promotion for global market * Global media | 3 hrs | - Direct Instruction  - Student center: cooperative learning  (TGT: Team Game Tournament) | Dr. Yingsak Vanpetch |
| 14 | **Topic 12** International Marketing Plan | 3 hrs | - Direct Instruction  - Student center: cooperative learning  (TGT: Team Game Tournament) | Dr. Yingsak Vanpetch |
| 15 | Group Presentation | 3 hrs | - Oral presentation  - Report  **-** Final Exam review | Dr. Yingsak Vanpetch |
| 16 | **\*\* Make up class \*\*** | 3 hrs | - Group discussion  **-** Final Exam review | Dr. Yingsak Vanpetch |
| 17 | **Final Examination** | 3 hrs | - Paper test  - Analysis questions  - Essay | Dr. Yingsak Vanpetch |

**2. Learning Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| **1. Morals and Ethics**  (1) The ability to deliver or to complete a required task at or the appointed time,  (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,  (3) The ability to make decisions in business according to moral concepts and judgments. | 1. Open-end Questions 2. Attendance criteria 3. Short answer questions | Throughout semester | 1. S/U 2. 10% 3. S/U |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| **2. Knowledge**  (1) The ability to identify the business theories and describe important case study,  (2) The ability to provide an analysis and solution to real world problems,  (3) The ability to use business knowledge integrated with other disciplines. | 1. Question & answer 2. Mid-term examination 3. Final examination | 1. Throughout semester 2. Week 8 3. Week 17 | 1. S/U 2. 25% 3. 25% |
| **3. Cognitive Skills**  (1) The ability to gather and summarize information, and conduct research,  (2) Self-study and sharing information to the class,  (3) The ability to solve problems from case studies. | 1. Report paper 2. Oral presentation 3. Question & answer | (1)Week15  (2)Throughout semester  (3)Throughout semester | 1. S/U 2. 10% 3. 10% |
| **4. Interpersonal Skills and Responsibility**  (1) The ability to communicate in English,  (2) The ability to use English to solve business problem,  (3) Initiate some new business ideas and have leadership. | 1. Short answer questions 2. Opened-end questions 3. Essay questions | 1. Throughout semester 2. Throughout semester 3. Throughout semester | 1. S/U 2. S/U 3. 10% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| **5. Numerical Analysis, Communication and Information Technology Skills**  (1) Be able to use basic ICT skills and apply them to daily life,  (2) Be able to use statistics and mathematics to solve business problems,  (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences. | 1. Report paper 2. Oral presentation 3. Group dicussion | (1) Throughout semester  (2) Week15  (3) Throughout semester | (1) S/U  (2) 10%  (3) S/U |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Philip Cateora, John Graham, Mary Gilly (2012). *International**Marketing*  (16th ed). McGraw-Hill

**2. Important Documents for Extra Study**

Kotler, Philip & Kotler, Kevin L. (2009). *Marketing Management* (13th ed.). Pearson

**3. Suggestion Information (Printing Materials/Website/CD/Others)**

Jeannet, Jean P & Hennessey, David.(2011). *Case in Global Marketing Strateies.* (5th ed.). Houghtion Mifflin

**Section 7 Course Evaluation and Revising**

1. **Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students’ opinions to improve the course and enhance the curriculum. The topics include:

1. Content objectives
2. The instructional materials
3. Learning methods and assessment
4. Advisory method

1.2 Observing students’ behavior in classroom.

1.3 Interviewing students during classroom.

1. **Strategies for Course Evaluation by Lecturer**

2.1 Lecturer observes the class and discusses the results as follow:

* + 1. The lecturer is well prepared for class sessions.
    2. The lecturer answers questions carefully and completely.
    3. The lecturer uses examples to make the materials easy to understand.
    4. The lecturer stimulated interest in the course.
    5. The lecturer made the course material interesting.
    6. The lecturer is knowledgeable about the topics presented in this course.
    7. The lecturer treats students respectfully.
    8. The lecturer is fair in dealing with students.
    9. The lecturer makes students feel comfortable about asking question.
    10. Course assignments are interesting and stimulating.
    11. The lecturer’s use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer’s competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

1. **Teaching Revision**

Lecturer revises teaching / learning process based on the results from the

students’ survey question, observation, interview, and classroom research.

1. **Feedback for Achievement Standards**

The evaluation is conducted by the Administrator Committee in order to

assess process and grading.

1. **Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Courses** | **1. Morals and Ethics** | | | **2. Knowledge** | | | **3. Cognitive Skills** | | | **4. Interpersonal Skills**  **and Responsibility** | | | **5. Numerical Analysis, Communication and Information Technology**  **Skills** | | |
| **Course Category:**  Business Major Course | **● Major Responsibility ⭘Minor Responsibility** | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** |
| Course Code: IIB3429  Course Title: International Marketing | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ | ⚫ |