



**International Business Management Program
Faculty of Business Administration
Second Semester, Academic Year 2014**

I. Course Code: MK 109
Course Title: Principles of Marketing
Course Type: Core Course
Number of Credits: 3(3-0-6)
Prerequisite: None
Class Time: Monday / Wednesday, 9:30 – 11:00
Course website: <https://sites.google.com/site/payapmk109>

II. Course Description

A survey of the major concepts of commercial of marketing and the operation of marketing systems. The course will focus on the practical application of management to the marketing effort in terms of an organization's strategies and objectives and their relationship to society and the world.

III. Instructor: **Michael Meallem**
Position: Head, International Business Management Program
Email: meallem_m@payap.ac.th
Telephone: 084-610-6013

IV. Course Objectives

Upon completing this course, students should be able to:

1. Develop insight into the role of marketing within an organization.
2. Explain the key to marketing within an organization.
3. Define opportunities to evaluate and formulate marketing strategies.
4. Develop concern of ethical and global issues relevant to contemporary marketing.
5. Develop conceptual and analytical tools that will prepare students to successfully apply the marketing mix to business.
6. Create a marketing plan.
7. Recognise marketing's unique role in contributing to an organisation's long-term competitive advantage.

V. References

Required:

- Kotler Philip, Armstrong Gary, **Principles of Marketing** 14/e, Prentice Hall, 2012.

Supplemental reading:

As assigned by instructor

VI. Expectations

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

VII. Course Policies

1. Academic Honesty

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

2. Handing in Assignments

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

3. E-mail

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

4. Attendance

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

5. Disruptions to class

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

VIII. Course Requirements

The course is designed to provide a basic operating framework for discussing key marketing concepts. This material is a set of lectures, a documentary, presentation, two quizzes and formal examinations.

1. Online Class Discussion (10%)

This grade will be based on your participation in the online class discussion. You are expected to read or view the weekly posting on the class website and then post comments or questions and participate in online discussions. You will need to comment on at least 5 postings before the midterm and 5 postings between the midterm and finals.

2. Case Study Report / Presentation (20%) Individual/Pair work

This report or presentation (depending on class size) is based on students choosing a case study from the text book. The students are expected to present a detailed and analytical summary of the case study and answer any questions. The assignment will require critical thinking skills as well as knowledge gained from the course.

3. Quizzes (20%) - Individual

These 10 quizzes, each worth 2% will assess the student's completion of all required readings from the course as well as information delivered during the lectures. The quizzes will be in a short answer format and will be given without prior notice.

4. Midterm Exam (20%) - Individual

5. Final Exam (30%) - Individual

Both the midterm (20%) and final examination (30%) will assess the student's grasp of key concepts throughout the course. The exams will include both short answer questions on key concepts studied throughout the course as well as short case studies.

IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

Online Discussion	10%
Quizzes	20%
Presentation / Report	20%
Midterm	20%
Final	30%
Total	100%

Individual	(80%)
Pair work / Group	(20%)

X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

Date	Topic	Assignments	Due
5/1	Course Introduction		
7/1	Case Study Workshop	Task I – Online Discussion (10%) Task II – Case Study (20%)	
12/1	Introduction to Marketing	Required reading: <i>Chapter 1 – Marketing: Creating and Capturing Customer Value</i>	
14/1	Introduction to Marketing	Required reading: <i>As above</i>	
19/1	Marketing Strategy	Required reading: <i>Chapter 2 – Company and Marketing Strategy: Partnering to Build Customer Relationships</i>	
21/1	Managing the Marketing Effort	Required reading: <i>As above</i>	
26/1	Business Environment	Required reading: <i>Chapter 3 – Analysing the Marketing Environment</i>	Task II – Case Study (20%)
28/1	Responding to the Marketing Environment	Required reading: <i>As above</i>	
2/2	Marketing Research	Required reading: <i>Chapter 4– Managing Marketing Information to Gain Customer Insights</i>	
4/2	Consumer Behaviour	Required reading: <i>Chapter 5– Consumer Markets and Consumer Buyer Behaviour</i>	
9/2	The Buyer Decision	Required reading: <i>As above</i>	
11/2	Market Segmentation	Required reading: <i>Chapter 7– Customer-Driven Marketing Strategy: Creating Value for Target Customers</i>	
16/2	Differentiation and Positioning	Required reading: <i>As above</i>	
18/2	Products and Branding	Required reading: <i>Chapter 8– Products, Services and Brands: Building Customer Value</i>	
23/2	Products and Branding	Required reading: <i>As Above</i>	

25/2	Review		Task I – Online Discussion (5%)
2/3 – 7/3	Midterm Examinations		Midterm Exam (20%)
9/3	Post Midterm Review	Task I – Online Discussion (10%) Task II – Case Study (20%)	
11/3	Product Development	<i>Required reading: Chapter 9- New Product Development</i>	
16/3	Pricing	<i>Required reading: Chapter 10– Pricing: Understanding and Capturing Customer Value</i>	
18/3	Pricing Strategies	<i>Required reading: As Above</i>	
23/3	Distribution	<i>Required reading: Chapter 12–Marketing Channels: Delivering Customer Value</i>	
25/3	The Promotion Mix	<i>Required reading: Chapter 14- Communicating Customer Value: Integrated Marketing Communications Strategy</i>	
30/3	Marketing Communications	<i>Required reading: As Above</i>	
1/4	Advertising & Public Relations	<i>Required reading: Chapter 15- Advertising and Public Relations</i>	
6/4	Holiday – Chakri Day		
8/4	Advertising & Public Relations	<i>Required reading: As Above</i>	
13/4 – 17/4	Holiday – Songkran Festival		
20/4	Direct Marketing	Required reading: <i>Chapter 17-Direct and Online Marketing: Building Direct Customer Relationships</i>	
22/4	Online Marketing	<i>Required reading: As Above</i>	
27/4	Sustainable Marketing	Required reading: <i>Chapter 20 – Sustainable Marketing: Social Responsibility and ethics</i>	Task I – Online Discussion (5%)
29/4	Final Review		
4/5 – 16/5	Final Examinations		Final Exam (30%)