

**Business Administration Department**  
**Faculty of Management Sciences**  
**Prince of Songkla University**  
**Semester 1/2020**

---

**474-213 Principles of Marketing**

**Timetable:** Monday & Wednesday 15.00-16.20 PM Sec 01 ๓315  
**Lecturer:** Dr. Sunantha Hamthanont  
**Office:** G 221 (๓ 221)  
**Contact:** sununtha.h@psu.ac.th

### **1. Course Description**

Fundamental of marketing and marketing process; marketing functions; marketing environment; marketing information systems; introduction to consumer behaviour; market segmentation; selection of targeted market; product positioning; marketing mix development; social marketing

### **2. Main Reference**

Hunt, C.S; Mello, J.E, & Deitz G.D. 3rd Marketing because everyone is a marketer. McGraw-Hill.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* 17<sup>th</sup> Global Edition. Pearson.

Boone, L. E., & Kurtz, D. L. (2019). Contemporary marketing. Cengage learning.

### **Other reference**

Articles, research, & case studies on marketing theory or practice

### **3. Course Objectives**

At the end of the course, students should be able to:

- a) Understand the basic principles, theories, concepts, and dynamic of marketing.
- b) Apply these principles and tools in case analysis and to practical business decision making decision.
- c) Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.
- d) Learn more about marketing as active learner and as a carrier.

#### 4. Course Requirements

- a) Class Attendance: Students are expected to attend all classes in accordance with course syllabus. Students also are expected to be punctual and complete all assignments. Minimum class attendance requirement is 80% of classes (36 hours).
- b) Class participant: student must actively participate in class discussion in order to earn “class participation” grade.
- c) Assignments: Late submission will not be accepted. All assignments are required to submit through LMS system
- d) Simple Marketing plan: final paper as a group assignment
- e) Siam Makro Activity : Staffs from Siam Makro Public Company Limited will give a guide for practical marketing plan. Students are asked to turn in two reports during the semester, hard copy only. These reports also have to be typed and there is no minimum page limitation.
- f) Most importantly, students must complete mid-term and final examination.

\*NO MAKE-UP EXAMS WILL BE GIVEN. There are no excused absences from exams other than physician-documented illness and documented personal emergency.

#### 5. Class Plan: 15 weeks

Week	Topics	Content	Methods/Assignments
1	The Importance of Marketing Concepts and Marketing Process Overview	Course Overview Marketing: The Art and Science of Satisfying Customers	Course introduction and Rules/ Lecture / Group Discussion / Active Learning / Assignment (if any) (0.5 hr.)
2	Basic Marketing Plan	Marketing Plan Components	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
3	Global Environment	Analyzing the Marketing Environment	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
4	Consumer Behavior & Buying Behavior	Consumer Decision & Factors Influencing Consumer Behavior	Lecture / Individual & Group discussion / Active Learning /

		Nature of the Business Markets & Business Buyer Behavior Process	Assignment (if any) (0.5 hr.)
5	Consumer Behavior & Buying Behavior (Con't)	Consumer Decision & Factors Influencing Consumer Behavior Nature of the Business Markets & Business Buyer Behavior Process	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
6	Basic Marketing Research	Transforming market information into customer insight Managing Market information and marketing research	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
7	Segmenting, Targeting and Positioning	The Basic for Strategy and Tactics: Market Segmentation, Targeting, and Positioning	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
8	Revise and Presentation	Report and Group Presentation & Siam Makro Activity	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
9	Product development	Product, Services and Brands, Developing and Managing Products	Lecture / Group discussion / Assignment (if any) (0.5 hr.)
11	Marketing Channels Concepts & Strategy	Distribution Channels, Supply Chain Management, Retailing, and Direct Marketing	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
10	Pricing Concepts & Strategy	Pricing Concepts and Pricing Strategies	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
12	Marketing Communications Concepts & Strategy	Advertisement, Public Relation, Personal Selling, Sale Promotion, Direct Marketing, Online Marketing, and Updated Tools (Social Media and Mobile Marketing)	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
13	Digital and social media marketing	Digital marketing revolution, social media marketing & content marketing	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
14	Social Responsibility and sustainability	Ethical Issues, Social Responsibility, Contemporary Issues in Marketing	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)
15	Final Marketing Plan Presentation (Group)	Presentation and discussion	Lecture / Individual & Group discussion / Active Learning / Assignment (if any) (0.5 hr.)

\*The lecturer reserves the right to adjust the class schedule to better fit the current situation.

## 6. Assignments

Individual assignments / Group assignments

## 7. Class Assessment

Siam Makro activity	10
Class attendance and participation (Individual)	5%
Assignments, Quizzes and Case Study (Group and Individual)	15%
Final Report	10%
Mid-term	30%
Final exam	<u>30%</u>
<b>Total</b>	<b><u>100%</u></b>

## 8. Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	80+	75-79	70-74	65-69	60-64	55-59	50-54	< 50