



Faculty of Service Industries

Prince of Songkla University, Phuket Campus

Course Syllabus

817-201 Principles of Marketing

Subject Credit: 3 (3 - 0 - 0)

Prerequisites: None

Course Description:

The scope of marketing and marketing tasks, marketing concepts and tools, classification and analyzing market types and buying behavior, scanning the marketing environment and competition including development of market offerings to fit the new economy

Learning Objectives:

1. Provide an understanding and appreciation of the area of marketing principles including its terminology and concepts. Moreover, the course provides application of marketing concepts and theories through various industrial cases / class room activities.
2. The course provides all students an opportunity to improve communication skills including writing, oral discussion through a variety of class activities.
3. Develop a better understanding of the present and future environments, including international settings, in which business must function.

Note:

This course is intended to foster the student's knowledge in marketing theories and concepts. The course is also a platform for students to integrate and apply knowledge later acquired from both work experience and the classroom to facilitate their study in further courses and at the end in business organizations.

The degree to which a student learns from this course depends on his/her class PREPARATION and PARTICIPATION in class and as a TEAM MEMBER.

Upon Completion of this Course, Students will understand:

- the concept and principles of marketing
- the classification of market types
- the consumer behavior
- the market environment and competition

Lecturer's Contact Details:

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Course Outline / Weekly Assignments:

Date	Topics	Readings / Homework
Week 1	Introduction to the course outline, policies, rules and regulations in the class. Marketing: Managing Profitable Customer Relationship	Chapter 1
Week 2	Company and Marketing Strategy: Partnering to Build Customer Relationships	Chapter 2
Week 3	Marketing Environment	Chapter 3
Week 4	Managing Marketing Information	Chapter 4
Week 5	Consumer Markets and Consumer Buyer Behavior	Chapter 5
Week 6	Business Markets and Business Buyer Behavior	Chapter 6
Week 7	Customer-Driven Marketing Strategy: Creating Value for Target Customers	Chapter 7
Week 8	Product, Services and Branding Strategy	Chapter 8
Week 9	New-Product Development and Product Life-Cycle Strategies	Chapter 9
Week 10	Pricing Considerations and Approaches	Chapter 10
Week 11	Pricing Strategies	Chapter 11
Week 12	Marketing Channels and Supply Chain Management	Chapter 12
Week 13	Retailing and Wholesaling	Chapter 13
Week 14	Communicating Customer Value: Integrated Marketing Communication Strategy	Chapter 14
Week 15	Advertising and Public Relations	Chapter 15

Assessment Details:

Assessment Structure

Items	Value	Due Date	Remarks
Quizzes	20	A quiz for each class will be given throughout the semester.	Only 10 highest scores will be taken into account.
Mid-term Examination	30	To be advised	A closed-book examination. Proper student uniform, and students' ID card are required.
Term Paper	20	<p>The paper must be submitted by 16.00 hrs. one week before the class concludes.</p> <p>The paper must be printed on a plain white paper, no bindings of any kind; stabling the pages on the top left corner will do just fine.</p>	<p>Student, working in a team of maximum of 5 members, select a brand of consumer products / an automobile company / a major airline or a cruise lines and then write a report on its key marketing strategies and marketing management.</p> <p>Examples of questions are: How does the company manages its marketing? What are some keys successful marketing moves?</p> <p>The write-up must NOT be longer than 8 pages with 1.5 line spacing, Times New Roman size 12, with an inch margin on each side. Use APA referencing style!</p>
Final Examination	30	To be advised	A closed-book examination. Proper student uniform, and students' ID card are required.

Notes:

- (1) For the term paper; if you are preparing figures, treat them as exhibit and put them at the back. A exhibits must be referred to and discussed.
- (2) Keep all of your work short, sharp, straight to the point.
- (3) Choose your team members carefully. Keep a close look on the performance of your team members because you will have to evaluate them.
- (4) Students' individual mark for the term paper is subjected to the "peer evaluation" result.

Grading Criteria

Marks	Grades
81 and above	A
76 - 80	B+
71 - 75	B
66 - 70	C+

Marks	Grades
61 - 65	C
56 - 60	D+
50 - 55	D
50 and below	E

Policies:

- (1) Late Submission: Late submission will NOT be accepted.
- (2) Plagiarism: If you engage in any act of academic dishonesty related to this class, you will receive a failing grade (0) for that particular piece of work, and a failing grade (E) for the course in case of examination.
- (3) PSU Uniform: All student must properly wear PSU uniform when attend the class, eg. no jeans and slippers.
- (4) Attendance: The University's 80% attendance policy is STRICTLY upheld! Students with less than 80% attendance will not be eligible for the assessment and will automatic get "E" for the course.
- (5) Communication Devices: All communication devices must be TURNED OFF or kept silence.

Prescribed textbook:

Principles of Marketing, Kotler, Philip and Armstrong, Gary, 2007, 12th edition. Pearson Education.

