

## Course Syllabus

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| <b>1. Program of Study<br/>Faculty/Institute/College</b> | Bachelor of Business Administration Program<br>Mahidol University International College   |
| <b>2. Course Code<br/>Course Title</b>                   | ICMK 428<br>Marketing Strategy  |
| <b>3. Number of Credits</b>                              | <b>4 (Lecture/Lab/Self-Study) (4-0-8)</b>   |
| <b>4. Prerequisite(s)</b>                                | ICMK 316, ICMB 371  |
| <b>5. Type of Course</b>                                 | Required Course   |
| <b>6. Trimester / Academic Year</b>                      | First, Second, Third Trimester/2007-2008  |
| <b>7. Course Conditions</b>                              | 20-40 students  |
| <b>8. Course Description</b>                             | Introduction to high-level marketing decision making using several strategic marketing planning frameworks, market analysis and market planning, competitive analysis, long-term marketing advantages, an analysis of return on marketing, profit and other financial considerations. |
| <b>9. Course Objective(s)</b>                            | After successful completion of this course, students will be able to<br>9.1 Identify and evaluate marketing opportunities.<br>9.2 Analyze competitive environment and anticipate competitive dynamics.<br>9.3 Develop the marketing strategies and plans.                             |

## 10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Marketing and Corporate Strategy	4	0	8	CWA
2	Principles of Strategic Marketing Planning	4	0	8	CWA
3	Analytical Frameworks for Strategic Marketing Planning	4	0	8	CWA
4	Macro-environmental Analysis	4	0	8	CWA
5	Industry and Competitor Analysis	4	0	8	CWA
6	Midterm Examination	4	0	8	CWA
7	Customer Analysis	4	0	8	CWA
8	Internal Analysis	4	0	8	CWA
9	Positioning and Branding	4	0	8	CWA
10	Managing Marketing Mix	4	0	8	CWA
11	Managing Marketing Mix	4	0	8	CWA
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Combination of class lecture and case discussion  
Special Topic from experienced guest lecturers

## 12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,  
News clipping and selections from popular marketing and business literature

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in identifying and evaluating marketing opportunities.
- 13.2 The ability in analyzing competitive environment and anticipate competitive dynamics.
- 13.3 The ability in developing the marketing strategies and plans.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	45%
3. Research Project	25%

**14. Course Evaluation**

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

**15. Reference(s)**

Baker, M. J. (2007). **Marketing Strategy and Management**, 2<sup>nd</sup> Edition, Palgrave Macmillan.

**16. Instructor(s)**

Dr. Chairawee Anamthawat-Kierig

**17. Course Coordinator**

Program Director of Marketing Major

