

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 201 |
| Course Title | Principles of Marketing |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | 36 Credits of General Education |
| 5. Type of Course | Core Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Principles of business management, developing market strategy in business marketing and business customers, and real life business examples and case studies to demonstrate business marketing theories in practice.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Explain the meaning, significance and philosophy of marketing
- 9.2 Define the macro and micro- environment and marketing uncontrollable and controllable environment
- 9.3 Explain the rational and practices for hospitality and tourism market segmentation
- 9.4 Describe the main benefits of business and marketing planning and importance of undertaking a detailed competitor analysis
- 9.5 Understand and conduct the communication strategies development
- 9.6 Understand CRM (Customer Relationship Management) and the future of marketing trend (forecasting).

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to the module Marketing defined <ul style="list-style-type: none"> • Marketing process • Modern marketing • Marketing and the tourism and hospitality industry 	4	-	8	Muangasame , K.
2	Marketing's Macro-environment <ul style="list-style-type: none"> • The link between Micro and Macro environments • Marketing controllable and uncontrollable environments • Stakeholder identification 	4	-	8	
3	Marketing Planning Techniques <ul style="list-style-type: none"> • Business planning • Marketing plan • Defining the current situation • Identifying opportunities and barriers 	4	-	8	
4	Marketing plans: An Overview <ul style="list-style-type: none"> • Importance of a written marketing plan • The elements of marketing plan • The marketing audit 	4	-	8	
5	Mid-term examination	4	-	8	
6	Understanding Consumer Behavior <ul style="list-style-type: none"> • Importance of consumer behavior • Identifying needs • Applying consumer theory to tourism marketing 	4	-	8	
7	Marketing Segmentation, Positioning and Targeting <ul style="list-style-type: none"> • Market Segmentation • Market Targeting • Market Positioning <i>Workshop with advertising agency : effective advertising</i>	4	-	8	
8	Product Planning / Pricing strategies <ul style="list-style-type: none"> • Tourism's unique products • Core, Facilitating, supporting and augmenting products • Branding • Pricing to meet objectives • Pricing formulas • New product pricing 	4	-	8	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
9	Distribution strategies <ul style="list-style-type: none"> • Importance of distribution • Bring customers to the product • Distribution channels : selecting • Types of intermediaries 	4	-	8	Muangasame , K.
10	Marketing tomorrow : trends & sufficiency economy Ethical and social responsibility (CSR)	4	-	8	
11	Customer Market Focus: CRM <ul style="list-style-type: none"> • Why Is CRM a big issue today? • CRM strategies • Technologies with CRM 	4	-	8	
Total		44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lecture
- 11.2 Discussion
- 11.3 Case studies
- 11.4 Presentations
- 11.5 Role Play

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in explaining the meaning, significance and philosophy of marketing
- 13.2 the ability in defining the macro and micro- environment and marketing uncontrollable and controllable environment
- 13.3 the ability in explaining the rational and practices for hospitality and tourism market segmentation

- 13.4 the ability in describing the main benefits of business and marketing planning and importance of undertaking a detailed competitor analysis
- 13.5 the ability in understanding and conducting the communication strategies development
- 13.6 the ability in understanding CRM (Customer Relationship Management) and the future of marketing trend (forecasting).

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.

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

Ratio of mark

1. Class Participation	10%
2. Mid-term Examination	20%
3. Assignment I (Group)	30%
4. Assignment II (Individual)	20%
5. Final Examination	20%
Total	100 %

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)

Required Books

Dickman, S. (1999). *Tourism and Hospitality Marketing*. Oxford: Oxford University Press.

Kotler, P., Bowen, J., and Markens, J. (2006). *Marketing for Hospitality and Tourism*. (4th ed.). New Jersey: Prentice Hall.

Additional Readings

Kotler, P. and Armstrong, G. (2006) *Principle of marketing*. (7th ed.). New Jersey: Prentice Hall.

Kotler, P. (2005). *FAQs on Marketing: Answered by the Guru of Marketing*. Singapore: Marshall Cavendish Business.

Middleton, V. and Clarke, J. (2005). *Marketing in Travel and Tourism*. (3rd ed.). Oxford: Elsevier.

Kotler, P, Hoon Ang, S, Leong Meng, S. and Tan Tiong, C. (2003). *Marketing Management and Asian Perspective*. Singapore: Prentice Hall.

Halloway, J. (2004). *Marketing for Tourism*. (4th ed.) Essex: Prentice Hall.

Horner,S. and Swarbrooke,J. (2004). *International Cases in Tourism Management*. Oxford: Butterwoth Heinemann.

16. Instructor (s)

Ms. Kaewta Muangasame and guest speakers
Lecturer
Travel Industry Management Division
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17. Course Coordinator

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