

Course Syllabus

1. **Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
2. **Course Code** ICMB 221 **Course Title** Principles of Marketing
3. **Number of Credits** 4 **(Lecture / Lab)** (4-0)
4. **Prerequisites** -
5. **Type of Course**
Core Course
6. **Semester / Academic Year**
First, Second, Third / 2004
7. **Course Description**
An introduction to managerial marketing, product management, the channel of distribution, price systems, promotional activities and an introduction to consumer behavior.
8. **Course Objective**
 1. Understand the role of marketing in today's market
 2. Know and understand four important mix/elements in marketing [4Ps]
 3. Understand the strategic implication of each marketing mix
9. **Course Outline**

Week	Topic			Instructor
	Lecture / Seminar	Hour	Lab.	
1	Customer-Driven Marketing	4	0	Chompunuch
2	Strategic Planning and the Marketing Process	4	0	Chompunuch
3	The Marketing Environment	4	0	Chompunuch
4	Relationship Marketing	4	0	Chompunuch
5	Midterm Examination, Marketing Research	4	0	Chompunuch
6	Market Segmentation, Targeting, Positioning	4	0	Chompunuch
7	Consumer Behavior	4	0	Chompunuch

8	Product Strategy	4	0	Chompunuch
9	Brand Management	4	0	Chompunuch
10	Pricing Strategy ,Marketing Channels	4	0	Chompunuch
11	IMC, Group Presentation	4	0	Chompunuch
	Total	44	0	

10. Teaching Methods

Lecture, Class discussion

11. Teaching Media

PowerPoint Presentation, TV/VDO

12. Course Assessment

90% & up – A

85% & up – B+

80% & up – B

75% & up – C+

70% & up – C

65% & up – D+

60% & up – D

Below 60% – F

13. Course Evaluation

- Final/Exit Exam 55%
- Midterm/Warm-up Exam 25%
- Assignments (ASM) 10%
- News Clippings (NC) 10%

Total 100%

14. Reference

Textbook: Louis E. Boone and L. David Kurtz, Contemporary Marketing 11/e, South-Western 2004, ISBN 0-324-18510-3

15. Instructors

Chompunuch Pongjit

Tel: 0-2441-0595 (Ext: 1118)

E-mail: chompunuch@muic.ac.th

16. Course Coordinator

Chompunuch Pongjit

Phone: 0 2441 0594-6 Ext. 1118

E-mail: chompunuch@muic.ac.th