

Course Syllabus

- | | |
|-------------------------------------|--|
| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 325 |
| Course Title | Business Marketing |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMB 221 |
| 5. Type of Course | Elective Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Explore the principles of business management, developing a market strategy in business marketing and business customer relationship management. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Gain an understanding of the basic concepts, theories, and practices that guide the conduct of business between organizations. |
| | 9.2 Understand how companies plan and operate in business-to-business markets. |
| | 9.3 Develop business-to-business relationships and sales and negotiation skills. |

10. Course Outline

| Week | Course Outline | | | | Instructor |
|------|---|-----------|----------|------------|------------|
| | Topics | Lecture | Lab | Self-Study | |
| 1 | Introduction to Business Marketing | 4 | 0 | 8 | APS |
| 2 | Organizational Buying Process and Supply Chain Management | 4 | 0 | 8 | APS |
| 3 | Marketing Research and Information System | 4 | 0 | 8 | APS |
| 4 | Market Segmentation and Positioning | 4 | 0 | 8 | APS |
| 5 | Professional Selling and Sales Management | 4 | 0 | 8 | APS |
| 6 | Midterm Examination | 4 | 0 | 8 | APS |
| 7 | New Product Development, Planning and Strategy | 4 | 0 | 8 | APS |
| 8 | Pricing Planning and Strategy | 4 | 0 | 8 | APS |
| 9 | Promotional Strategy | 4 | 0 | 8 | APS |
| 10 | Channel Participants | 4 | 0 | 8 | APS |
| 11 | International Business Environment | 4 | 0 | 8 | APS |
| | Total | 44 | 0 | 88 | |

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 gaining an understanding of the basic concepts, theories, and practices that guide the conduct of business between organizations.
- 13.2 The ability in understanding how companies plan and operate in business-to-business markets.
- 13.3 The ability in developing business-to-business relationships and sales and

negotiation skills.

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 | 20% |
| 2. Final | 20% |
| 3. Research Project | 35% |
| 4. Quiz and Assignment | 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)

Bingham, F. G., Gomes, R., and Knowles, P. A. (2005). **Business Marketing**, 3rd Edition, McGraw Hill/ Irwin.

16. Instructor(s)

Atthaphong Sakunsriprasert

17. Course Coordinator

Program Director of Marketing Major

