

## Course Syllabus

1. **Program of Study** Bachelor of Arts (Television Production)  
**Faculty/Institute/College** Mahidol University International College
2. **Course Code** ICTV 303 **Course Title** TV Marketing and Sales
3. **Number of Credits** 4 (Lecture/Lab) (1-6)
4. **Prerequisite(s)** ICEM 203, ICEM 301
5. **Type of Course** Required for Television Production
6. **Trimester/Academic year** Second Trimester / Year III
7. **Course Description**  
Introduction to TV program marketing and sales: applying marketing concepts to a TV program; budgeting considerations; identifying and understanding target markets; sales and presentation tools and techniques.
8. **Course Objective(s)**  
After completing this course, students will be able to:
  1. identify market segmentation;
  2. create a TV program proposal that targets the appropriate audience, sponsors, and TV channels;
  3. present a professional proposal to sponsors;
  4. produce a saleable TV program demo.

### 9. Course Outline

Week	Topic		Instructor
	Lecture/ Lab	Hour	
1	Introduction to TV marketing principles	1/6	
2	Identifying and analyzing target markets: viewers and sponsors; Assignment I: identifying and analyzing a target market	1/6	
3-4	TV program proposal: structure and function; Assignment II: outlining a TV program proposal	2/12	
5	Budgeting considerations: allocation and control; Assignment III: developing a budget for a program proposal	1/6	
6-7	Sales and presentation techniques;	2/12	

	Assignment IV: TV program proposal due		
8	Presentation of TV program proposal; discussion and feedback	1/6	
9	Observation of actual TV program proposal presentations	1/6	
10-11	Individual sales demo production	2/12	
12	Final presentation: proposal and demo screening; discussion and evaluation	1/6	
	Total	12/72	

**10. Teaching Method(s)**

Lecture, discussion, field observation, and hands-on practice

**11. Teaching Media**

PowerPoint presentations, DVD/ VCD players, and TV monitor

**12. Measurement and evaluation of student achievement**

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

**13. Course evaluation**

Assignment I	10%
Assignment II	15%
Assignment III	15%
Assignment IV	20%
Final project	40%

**14. Reference(s)**

Pringle, P., Starr, M. and McCavitt, W. (1999). *Electronic Media Management (4<sup>th</sup>Ed.)*. Focal Press.

**15. Instructor(s)**

TBA

**16. Course Coordinator**

Asst. Prof. Panadda Thanasatit