

GENERAL EDUCATION, KMITL
COURSE SYLLABUS

Course Code	96643010	Course Title	Contemporary Marketing				
Total Credits		Semester / Year of Study	1/2026	Section		Date-Time	Tuesday - 13.00-16.00
Course Description (English)	Study contemporary and new principles of marketing, changes in consumer behaviours, new business environment analysis, market segmentation, market target, market positioning, marketing mix: product; price; place and promotion, ethics in marketing, digital marketing.						
Course Coordinator	Aj. Sirapakaporn Khoratchawanich						
Course Instructors	Aj. Sirapakaporn Khoratchawanich						
Teaching Assistant (if any)	-						
Counselling Schedule	LINE Group, Everyday 08:00-18:00			Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Website or Online Teaching Method (if any)	-						

Course Learning Outcome

1. Students realise the importance of marketing and how marketing can be a make-or-break factor in business sphere.
2. Students acquire basic knowledge about marketing theories and be able to expand upon their usage in a real-life circumstance.
3. Students gain knowledge about consumer behaviour, and can demonstrate how the understanding can maximize success opportunity in business.
4. Students recognise the importance of branding in business/marketing area, and understand how the knowledge can be used as a ground to develop a brand.
5. Students gain the ability to analyze existing brands and their marketing activities.
6. Students can develop a brand on their own, using knowledge in marketing research, understanding consumer behaviour, competitor analysis and brand positioning.
7. Students can work as a team, using brainstorming and mind-mapping methods to maximise the team's performance.

General Education Learning Outcome: GE-LO

GE-LO	Value
☒ GE-LO-1 Analytical and Critical Thinking	6
☐ GE-LO-2 Complex Problem Solving	
☒ GE-LO-3 Creativity	1
☒ GE-LO-4 Interpersonal Skills	2
☐ GE-LO-5 Integrity and Perseverance	
☒ GE-LO-6 Active Learning and Learning Strategies	4
☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility	
☒ GE-LO-8 Leadership and Social Influence	1
☐ GE-LO-9 Communication	
☒ GE-LO-10 Entrepreneurship and Startup	1
☐ GE-LO-11 Digital Quotient Literacy and Digital Media Production	
Total Value	<u>15</u>

Classroom Management

- ☒ Lecture/practice ☒ Online/Blended Learning
☒ Active Learning ☐ Problem-Based Learning ☒ Project-Based Learning

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Lecture 01: Introduction to “Contemporary Marketing” Details: - Marketing and its importance	- Lecture	
2	Lecture 02: Understanding Brand Details: 1. The Foundation of Brand 2. Developing Brand Identity 3. Brand Communication	- Lecture	
3	Lecture 03: Consumer Behaviour Details: 1. The Self 2. Customer Journey 3. Customer Segmentation	- Lecture	
4	-	- Assignment 01: Brand Mapping For Fictional Character (Presentation and Submission)	
5	Lecture 04: Market Analysis and Brand Positioning Details: 1. Market Research - SWOT - PESTELE 2. Competitor Analysis 3. Consumer Persona 4. Brand Positioning	- Lecture	
6	-	- Midterm Project: Brand Analysis (Progress Presentation and Coaching)	
7	-	- Midterm Project: Brand Analysis (Progress Presentation and Coaching)	
8	-	- Midterm Project: Brand Analysis (Presentation and Submission)	
9	Lecture 05: Storytelling in Marketing Details: - StoryBrand Framework	- Lecture	
10	Lecture 06: Marketing Communication Details: - Visual & Verbal Communication - Advertising & Campaign Thinking	- Lecture	
11	-	- Assignment 02: Brand Communication Analysis (Presentation and Submission)	
12	-	- Final Project: Brand Pitching (Progress Presentation and Coaching)	

Week	Topic/Sub-topic	Activities	Notes
13	-	- Final Project: Brand Pitching (Progress Presentation and Coaching)	
14	-	- Final Project: Brand Pitching (Progress Presentation and Coaching)	
15	-	- Final Project: Brand Pitching (Submission and Presentation)	

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance and Participation	1	4	Semester	Punctuality (later than 09:00 or 13:00 is considered late) Condition: 3 Lates are equivalent to 1 Absence, and students with three absences without legitimate reason will lose one grade level from their total course grade
2. Assignments	4	16	Week 4, Week 11	- Assignment 01: Brand Mapping For Fictional Character (Submission and presentation in Week 4) - Assignment 02: Brand Communication Analysis (Submission and presentation in Week 11)
3. Midterm Project:	5	20	Week 8	- Midterm Project: "Brand Analysis" (Submission and presentation in Week 8)
4. Final Project:	5	20	Week 15	- Final Project: "Brand Pitching" (Submission and presentation in Week 15)
Total	15	60		"

Evaluation criteria

☐ Group-based								
☒ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)								

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance and Participation	GE-LO-8	1	More than 10 times punctuality	9 – 10 times punctuality	7 – 8 times punctuality	Less than 7 times punctuality
2. Assignments	GE-LO-1	2	Demonstrates deep understanding and strong analysis of the brand, audience, and communication strategy. Makes insightful connections with clear reasoning and examples.	Demonstrates clear understanding with logical analysis and relevant examples. Shows some critical evaluation, though insights may lack depth.	Demonstrates basic understanding but analysis is mostly descriptive. Connections and explanations are limited or unclear.	Shows little understanding or analysis. Explanations are unclear, inaccurate, or unsupported.
	GE-LO-6	2	Actively explores and applies course concepts with strong initiative, relevant research, and thoughtful development of ideas.	Shows good engagement with course concepts and includes relevant research or examples to support understanding.	Shows limited engagement and minimal independent research or application of concepts.	Shows little effort in learning, research, or applying course concepts.
3. Midterm Project:	GE-LO-1	2	Demonstrates deep and insightful analysis of the brand, audience, positioning, and communication strategy with strong supporting evidence.	Demonstrates clear understanding and logical analysis with relevant examples and reasonable insights.	Demonstrates basic understanding but analysis is mostly descriptive or lacks depth.	Shows limited understanding and weak or unclear analysis.
	GE-LO-4	1	Works collaboratively and contributes actively to group discussion, planning, and presentation. Teamwork is highly effective.	Works well with group members and contributes consistently to the project and presentation.	Participates inconsistently or contributes unevenly within the group.	Shows limited participation or weak collaboration with the group.

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO-6	1	Demonstrates strong initiative in research, observation, and application of course concepts beyond classroom discussion.	Demonstrates good engagement with course concepts and includes relevant research and examples.	Shows limited research or application of course concepts.	Shows little evidence of independent learning or preparation.
	GE-LO-10	1	Demonstrates strong understanding of market opportunities, competitive positioning, and business potential of the brand.	Demonstrates reasonable understanding of branding and market positioning with some business consideration.	Shows basic awareness of market or business context but lacks strategic understanding.	Shows limited understanding of business, market positioning, or brand strategy.
4. Final Project:	GE-LO-1	2	Demonstrates strong and insightful analysis of market research, audience, competitors, and brand positioning.	Demonstrates clear analysis with logical reasoning and relevant supporting evidence.	Demonstrates basic analysis but lacks depth or clear strategic thinking.	Shows weak understanding and limited analytical thinking.
	GE-LO-3	1	Presents highly original, engaging, and well-developed brand ideas with strong creative direction.	Presents creative and relevant ideas with clear direction and thoughtful execution.	Ideas show some creativity but may feel generic, underdeveloped, or inconsistent.	Ideas lack originality, clarity, or creative development.
	GE-LO-4	1	Works collaboratively and contributes actively to group discussion, planning, and presentation. Teamwork is highly effective.	Works well with group members and contributes consistently to the project and presentation.	Participates inconsistently or contributes unevenly within the group.	Shows limited participation or weak collaboration with the group.
	GE-LO-6	1	Demonstrates strong initiative in research, experimentation, and	Shows good engagement with research and applies	Shows limited research or incomplete application of concepts.	Shows little evidence of preparation, research, or independent learning.

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			application of course concepts independently.	course concepts appropriately.		