



**Suan Sunandha International School of Art (SISA)**

**Suan Sunandha Rajabhat University**

**Thai Qualification Framework for Higher Education (TQF3) : Course Specification**

---

**Course Title** : FPR 3502 Film Marketing and Promotion

**Credit** :3 (3-0-6))

**Semester** 2

**Academic Year** : 2016

**Curriculum** : Bachelor of Fine Arts in Film Production (International Program)

**Lecturer** : Dr. Niracharapa Tongdhamachart  
Mr. Lak Techawanchai

Suan Sunandha International School of Art (SISA)

### Section 1. General Information

1. Code and Course Title : FPR 3502 Film Marketing and Promotion
2. Credit :3 (3-0-6)
3. Curriculum and Course Category:

The course provides a solid foundation of principles of marketing, and marketing analysis branding, marketing plan, marketing research, business plan and online marketing or e commerce. Through reading, case studies and hand on projects, students will come away with the understanding of successful online marketing, marketing strategies, and social media. To supplement the concept of digital content, various leading marketers, film makers, content strategist from the industry are focused for extending marketing strategies and experiences. Students have the opportunity to examine these topics through group projects, case studies and exercises. Guest speakers from the industry are invited during the course. At the end of the course, students will be able to write a marketing plan, branding products and a business plan for film production projects and others.

4. Lecturer : Dr. Niracharapa Tongdhamachart  
E-mail: ajarnjune@gmail.com
5. Semester / Year Level of Students: Semester 2 / 3rd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location :Building 31 Suan Sunandha International School of Art (SISA),  
Room: 3112B, Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

### Section 2. Aims and Objectives

1. Objectives of Course
  - 1.1 Develop a good understanding of customer value and how marketing strategies contribute to profitability and growth
  - 1.2 Extend understanding of important marketing concepts and tools with meaningful applications and examples
  - 1.3 Understand how to develop and use various marketing performance metrics
  - 1.4 Gain experiences in the development of marketing plans, business plan and branding products.
2. Objectives of Developing/Revising Course -

Outline needs revision to fit into students' major and emphasis of team work in a real life situation.

### Section 3. Course Structure

#### 1. Course Outline

The course topics are about marketing strategies, marketing analysis, marketing plan, marketing research and business plan writing and branding. Students will learn about marketing strategies and analysis, customer satisfaction and how to conduct marketing research. The course includes lectures, group discussion, group projects, self-study, seminar participation, case studies, guest speakers and site visit.

#### 2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self -Study	Addition
3 hours per week	-	6 hours per week	upon student request

#### 3. Time Length per Week for Individual Academic Consulting and Guidance

- 3.1 Lecturer will be available every Wednesday from 9:00 to 16.00 at  
Suan Sunandha School of Art or an appointment can be made upon request.
- 3.2 Lecturer can also be reached via e-mail for any short consultations:  
[ajarnjune@gmail.com](mailto:ajarnjune@gmail.com)

### Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>1. Ethics and Morals</b>		
1.Honesty 2.Integrity 3.Responsibility 4.Punctuality 5.Tolerance 6.Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
<b>2. Knowledge</b>		

<ol style="list-style-type: none"><li>1. Able to apply knowledge in real working time</li><li>2. Able to create art work</li><li>3. Understand in working process rightly in standard</li><li>4. Good attitude to profession and work based on moralities and ethics of mass communicators</li></ol>	<ol style="list-style-type: none"><li>1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</li><li>2. Single and group assignment and discussion</li><li>3. case studies in understanding and conclusion</li><li>4. Field trip</li><li>5. Guest speakers</li></ol>	<ol style="list-style-type: none"><li>1. Evaluation by behaviors, attention and class participation</li><li>2. Evaluation by group work</li><li>3. Evaluation by case study, questions, midterm examination and final examination (research paper).</li><li>4. Pretest and post test</li></ol>
--	--	--

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1.Can apply theoretical section and practical part to the study. 2.Can analyze situation of AEC	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Guest speakers 3.Individual analysis based on case study 4. Develop art work 5. Mid-term and Final project	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
<b>4. Interpersonal Skills and Responsibilities</b>		
1.Relevant interpersonal skill and classmate 2.Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3.Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4.Being leader and follower while working development	1.Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2.Group works assignment 3.Group presentation	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support art production such as information searching via internet and uploading to youtube.com	1.Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2.In class discussion or playing of case studies 3.Report presentation skill by using proper forms, tools and technology	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

## Section 5. Lesson Plan and Assessment

## 1. Lesson Plan

Week	TOPICS	Hours	Learning Activities and Medias	Lecturer
1	Course orientation. Principles of Marketing. Business ethics	3	-lecture with Power point -Questions and Answer -pretest	Dr. Niracharapa Tongdhamachart
2	Competitive advantage: SWOT analysis, types of competitive advantage Consumer behavior/psychology	3	-lecture with Power point and VDO -Questions and Answers -Discussion	Dr. Niracharapa Tongdhamachart
3	Marketing environment; social and political factors International marketing	3	-lecture with Power point and VDO -Questions and Answers -Discussion	Dr. Niracharapa Tongdhamachart
4	International Online Marketing (e-Bay, Alibaba, Taobao)	3	- Lecture with power point -Questions and answers -Exercises	Guest speaker
	Thai Online Marketing	3	- Lecture with power point -Questions and answers -Exercises	Guest speaker
6	Midterm			
7	Branding and Brand equity	3	- Lecture Questions and answers	Dr. Niracharapa Tongdhamachart
8	Branding and Brand equity Product positioning	3	-lecture -Discussion -Questions and answers	Guest Speaker
9	Marketing plan	3	-lecture -Discussion -Questions and answers -Case study	Dr. Niracharapa Tongdhamachart

10	Marketing plan	3	-lecture -Discussion -Questions and answers -Case study	Dr Niracharapa Tongdhamachart
11	Marketing research	3	-Lecture -Case Study	Guest speaker
12	Marketing research	3	-Lecture with Power point -Discussion -Questions and Answer -Homework Assignment	Guest Speaker
13	Business Plan	3	Group project Discussion Questions and answers	Guest speaker
14	Business Plan	3	Group project Discussion Questions and answers	Guest speaker
15	Business Plan	3	Group project Discussion Questions and answers	Guest speaker
16	Presentation	3	-Group presentation	Dr. Niracharapa Tongdhamachart Mr. Lak Techawanchai
17	<b>Final Examination</b>			
	Total Hours	51		

**2. Learning Assessment Plan**

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>1. Ethics and Morals</b>			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 15%
<b>2. Knowledge</b>			
1. Apply knowledge in real working time 2. Use case study in creating marketing project 3. Understand in working process rightly in standard	Midterm Exam	week 6	Midterm Examination 30%



profession and work based on moralities and ethics of mass communicators			
<b>3. Cognitive Skills</b>			
1.Can apply theoretical section and practical part to analyze the case 2.Can analyze situations on case study	Case Study Analysis, Homework Assignment  Guest speakers	week 1-11	
<b>4. Interpersonal Skills and Responsibilities</b>			
1.Relevant interpersonal skill and classmate 2.Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3.Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4.Being leader and follower while working development	Class Participation, homework, group project, presentation, discussion	Every Week	Class Participation 15%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>			
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support the projects and upload to you tube.	Group Presentation	Week 3-5, week 17	Business plan Group Presentation 40%

## **Section 6. Learning and Teaching Resources**

### **Major books and documents**

1. Text book by Dr. Niracharapa Tongdhamachart
2. Principles of Marketing by Saylor Academy
3. The Marketing Book by Michael J Baker
4. Marketing Principles by Andy Schmitz
5. Principles of Marketing by Dr. Lexis Higgins
6. Strategic Marketing by Andrew Whalley
7. Marketing research articles

## Section 7. Course Evaluation and Improvement

### Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying.
- 1.4 Group Project will help them understand and improve their knowledge.
- 1.5 Guest lecturers will help them create in-depth knowledge.

### Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores on Mid-Term Exam and group projects, home work assignment.
- 2.4 Evaluation of teaching by faculty's academic section

### Teaching Revision

### Feedback for Achievement Standards

- 4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- 4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- 4.3 Cooperation with the next subject lecturer for previous subject evaluation

### Methodology and Planning for Course Review and Improvement

## Section 8. Grading System

Marks (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Very Satisfactory	2.50
62-65	C	Satisfactory	2.00

58-61	C-	Fairly Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Fairly Poor	1.00
46-49	D-	Very Poor	0.75
0-45	F	Failure	0.00
-	I	Incomplete	-
-	W	Withdraw	-