Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

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

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Course Title   : SFD2103 Media Marketing

Credit   : 3 (2-2-5)

Semester   : 2

Academic Year : 2020

Curriculum   : Bachelor of Fine Arts in Creativity and Digital Media (International Program)

Lecturer   : Assist. Prof. Tawipas Pichaichanarong

             Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title   : SFD2103 Media Marketing
2. Credit   : 3 (2-2-5)
3. Curriculum and Course Category:
   This course offering, a part of the Bachelor of Fine Arts, Creativity and Digital Media Program,
   Suan Sunandha International School of Art, Suan Sunandha Rajabhat University
   is categorized as Creativity and Digital Media Free Elective Course.
4. Lecturer   : Assist. Prof. Tawipas Pichaichanarong
                             E-mail: tawipas.pi@ssru.ac.th

5. Semester / Year Level of Students: Semester 2 / 2nd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any)   : None
8. Learning Location   : Suan Sunandha International School of Art (SISA),
                             Room: 81/81312, Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course

   1.1 To understand Media Marketing.
   1.2 To develop the understanding for Media Marketing , in order to apply for Media
       Marketing in general

2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. **Course Outline**

Students will be introduced to fundamental of Media Marketing.

Focus will be designed to help developing the understanding for Media Marketing, in order to apply for Media Marketing in general.

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

Lecture	Practice	Self-Study	Addition
2 hours per week	2 hours per week	5 hours per week	upon student request

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

    3.1 Lecturer will be available every Thursday from 13:00 to 16.00 at
        Suan Sunandha International 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: tawipas.pi@ssru.ac.th

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
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

2. Knowledge		
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of film production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
1. Can apply theoretical section and practical part to Media Marketing 2. Can analyze situations in Media Marketing	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present film principles	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
4. Interpersonal Skills and Responsibilities		
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
5. Numerical Analysis, Communication and Information Technology Skills		
1. Effective communication skill which are listening, speaking, reading and writing skills	1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group

2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced Media Marketing's contents	for ideas sharing 2. In class discussion or playing of case studies games 3. Report presentation skill by using proper forms, tools and technology	discussion and presentation 3. Evaluation by in class practice

Section 5. Lesson Plan and Assessment

1. **Lesson Plan**

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	- Course Orientation - Introduction to the course	3	- Group Discussion	Assist. Prof. Tawipas Pichaichanarong
2	- Principles of Media Marketing	3	- Group Discussion - Group Workshop	Assist. Prof. Tawipas Pichaichanarong
3	- Media Marketing Technical Terms	3	- Group Dissussion	Assist. Prof. Tawipas Pichaichanarong
4	-Individual project assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
5	- Individual project assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
6	- Individual project assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
7	Midterm Break Week			
8	Midterm Examination Week			
9	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
10	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong

11	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
12	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
13- 14	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Tawipas Pichaichanarong
15	- Project – Presentation	3	- Presentation and Criticism	Assist. Prof. Tawipas Pichaichanarong
16	**Final Break Week**			
17	**Final Examination Week**			
	Total Hours	39		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
2. Knowledge			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for films production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	Midterm and Final Examination Scores	Week 8 and 17	Midterm Examination 20% Final Examination 30%

3. Cognitive Skills			
1. Can apply theoretical section and practical part to films production 2. Can analyze situations in films production	Group Discussion and Analysis	Week 1, 2 and 11	Group Discussion 15%
4. Interpersonal Skills and Responsibilities			
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	Every Week	Class Participation 10%
5. Numerical Analysis, Communication and Information Technology Skills			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support films production such as information searching via internet and uploading produced Media Marketing's contents	Group Presentation	Week 10 and 15	Group Presentation 15%

Section 6. Learning and Teaching Resources

Major books and documents
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Important document and information
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Suggested document and information
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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

Strategies for Course Evaluation by Lecturer
2.1 Evaluation majorly based on students' participation such as students' behaviours 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
2.4 Evaluation of teaching by faculty's academic section

Teaching Revision
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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
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Section 8. Grading System

Score (%)	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+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-