

Course Syllabus

MKTGPLN: Marketing Plan Control

1. Course Number:

2605431
2. Course Credit:

3
3. Course Title:

Marketing Plan Control: How to prepare them; How to profit from them.
Abbreviation: MKTGPLN
4. Faculty/Department:

Chulalongkorn Business School/Marketing Department
5. Semester:

Fall
6. Academic Year:

2024
7. Instructor/Section:

Mr. Nadim Xavier Salhani.
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8. Measurement Method:

☒ Letter Grade (A, B, B+, C, C+, D+, D, F) ☐ S/U
9. Type of Course:

☒ Semester Course ☐ Year Course
10. Condition:

☐ Prerequisite ☐ Co-requisite
☐ Corequisite ☐ Consent of Faculty ☐ None
☐ Compulsory Courses ☐ Elective Course
11. Status:
12. Curriculum:

☒ Bachelor of Business Administration (International Program)
13. Degree:

☒ B.S. ☐ M.A. ☐ Ph.D. ☐ Other
14. Total weeks/hours:

15 weeks/ 45 class hours.
Wednesdays, 09:00-12:00

15. Course Description:

This course equips students with the knowledge and skills to develop, implement, and monitor marketing plans. Students will gain a comprehensive understanding of the marketing planning process, from market research and analysis to setting objectives, crafting strategies, and measuring performance. You'll explore various control techniques and learn how to adapt plans based on changing market conditions.

16. Course Learning Objectives:
- By the end of this course, students will be able to:
- Explain the marketing planning process and its key components.
 - Conduct market research and analyze data to identify opportunities and threats.
 - Develop SMART marketing objectives aligned with overall business goals.
 - Formulate appropriate marketing strategies using frameworks like the Marketing Mix (4Ps).
 - Create detailed marketing action plans with timelines, budgets, and resource allocation.
 - Implement marketing plans effectively and efficiently.
 - Employ marketing control techniques to track progress, measure performance, and evaluate results.
 - Analyze marketing data and adapt plans based on findings and market changes.

17. Grading Scale:
- A: 90-100%
 - B: 80-89%
 - C: 70-79%
 - D: 60-69%
 - F: Below 60%

18. Course Outline:
- PART ONE: Chapters 01-06: Marketing Planning Process and Output
- Ch01-06 constitute the main purpose of this course, which is to spell out in detail what is required at each stage of the strategic marketing planning process. Each lesson leads logically on to the following one until a complete picture is provided of the actions required at each stage.
- Chapter 01: Understanding the marketing process.
 - Chapter 02: The Marketing planning process.
 - Chapter 03: The customer and market audit part 1: understanding markets and market segmentation.
 - Chapter 04: The customer and market audit part 2: understanding customer needs and developing value propositions.
 - Chapter 05: The customer and market audit part 3: the product audit
 - Chapter 06: Setting marketing objectives and strategies.

- Activities:
- Group discussions (Participation)
 - In-class exercises
 - Assignment

PART TWO: Chapter 07-11: The Major Elements of Marketing

Ch07-11 are intended to set more detailed objectives and strategies for the elements of the marketing mix. These details are more concerned with one-year operational plans.

- **Chapter 07:** The Integrated Marketing Communications Plan.
- **Chapter 08:** The Sales and Key Account Plan.
- **Chapter 09:** the Multichannel Plan: The Route to Market.
- **Chapter 10:** The Customer Relationship Management Plan.
- **Chapter 11:** The Pricing Plan.

Activities:

- Group discussions (Participation)
- In-class exercises
- Assignment

PART THREE: Chapter 12-14: Marketing Plan Measurement and implementation

Ch12-14 spell out how to prove financially that all the effort expended on marketing planning results in growth in sales and profits.

- **Chapter 12:** Implementation Issues in Marketing Planning
- **Chapter 13:** Measuring the Effectiveness of Marketing Planning
- **Chapter 14:** A Step-by-Step Marketing Planning System.

Activities:

- Group discussions (Participation)
- In-class exercises
- Assignment

PART FOUR: Conclusion: Submit Final Group Assignment

19. Behavioral Objectives:

- Students will be able to define marketing planning and marketing control in their own words. **(Comprehension)**
- Working in teams, students will develop a plan for a marketing team structure for a hypothetical company. **(Application)**
- Students will be able to identify the different stages of the market research process. **(Knowledge)**
- Given a marketing research scenario, students will be able to choose the most appropriate research method. **(Application)**
- Students will develop a market research project proposal outlining the research objectives, methodology, and expected outcomes. **(Analysis, Synthesis)**
- Students will be able to explain the concept of market segmentation using customer demographics and psychographics. **(Comprehension)**
- Given a dataset, students will be able to segment a customer base using cluster analysis techniques. **(Application)**
- Working in groups, students will develop a customer segmentation plan for a specific product/service, justifying their chosen target market. **(Analysis, Evaluation)**

20. Evaluation

Assessments of active participation in class discussions and activities (10%)
Assessment of case studies and simulations (20%)
Assessment of Midterm project (30%)
Assessment of Final marketing plan project (40%)

21. Teaching Aids

Media

- ☐ white/blackboard ☐ transparent sheets
☒ PowerPoint media ☒ electronic media, web sites
☐ Other (Please specify)

Connecting with students

- ☒ Email ☐ Facebook. ☐ Twitter ☒ Other: MS TEAMS

Learning Management System

- ☐ Blackboard. ☐ Moodle ☒ Other MS TEAMS

Reading List

Required Text
Supplementary Texts
Research Articles / Academic Articles (If any)
Electronic Media or Websites

22. Teaching Evaluation

- Type of Evaluation. ☒ CU-CAS. ☒ Online evaluation program through BBA website
- Changes made in accordance to previous teaching evaluation.....
- Discussion or analysis that develops desired characteristics of Chulalongkorn University
☐ Graduate ☐ Skills ☐ Social ☐ Knowledge ☐ Ethics.

Desired Characteristics of Chulalongkorn University Graduates			
Learning Outcomes *			
1	Being knowledgeable [AACSB: disciplinary knowledge]	1.1	Possessing well-rounded knowledge
		1.2	Possessing in-depth knowledge
2	Having good morals [AACSB: ethical understanding]	2.1	Being moral and ethical
		2.2	Having an awareness of etiquette
3	Having higher order thinking skills	3.1	Being able to think critically [AACSB: analytical
		3.2	Being able to think creatively
		3.3	Having skills in problem solving [AACSB: problem
4	Possessing essential capabilities	4.1	Having professional skills
		4.2	Having communication skills [AACSB: oral and written communication]
		4.3	Having skills in information technology [AACSB: technology literacy]
		4.4	Having mathematical and statistical skills
		4.5	Having management skills [AACSB: teamwork]
5	Having an inquiring mind and knowing how to learn [AACSB: information	5.1	Having an inquiring mind
6	Having leadership qualities	5.2	Knowing how to learn
7	Maintaining well-being		
8	Being community-minded and possessing social responsibility		
9	Sustaining Thainess in a globalized world [AACSB: multicultural]		

Teaching Approach *					
1	Lecture	2	Discussion	3	Seminar
4	Deductive	5	Inductive	6	Case
7	Role playing	8	Field work	9	Field trip
10	Simulation	11	Dramatization	12	Demonstration
13	Learning center	14	Game	15	Experiment
16	Programmed instruction/ Computer-aided instruction/ Blended learning/ Online learning				
17	Practice				
18	Practicum (including teaching practicum)				
19	Research-based instruction				
20	Problem-based instruction				
21	Reflective thinking				
22	Inquiry-based instruction				
23	Independent study				
24	Self-directed learning				
25	Project-based instruction				
26	Learning from model persons/learned persons				
27	Micro teaching	28	Supervision	29	Cooperative learning
30	Individual advice	31	Tutorial group	32	Brain storming
33	Summary of main topics, or presentation of reading assignment				
34	Apprentice				
35	Activities				
36	Clinical bed-side teaching or patient-based learning				
37	Practice in behavior manifestation				
38	Observation trip				
39	Self-study				
40	Others (Please specify)				

Evaluation Approach *					
1	Written examination	2	Oral examination	3	Skills examination
4	Behavior observation				
5	Assessment of work processes/activity roles				
6	Assessment of output/lessons based on students' experience				
7	Homework assessment				
8	Report/Project assessment	9	Diary/Journal assessment		
10	Performance testing				
11	Assessment of report criticism/presentation				
12	Assessment of result of team-work effort				
13	Self assessment				
14	360 Degrees assessment				
15	Peer assessment	16	Oral presentation	1	Class attendance
18	Others (Please specify)				