

MKT 2280	Principles of Marketing	3 credits
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Prerequisite:	MGT 1101 Introduction to Business
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A study of the principles and problems involved in the transfer of goods and services from the producer to the consumer, consumer's buying motives, product policies, distribution policies, price policies, sales promotion policies, and the improvement of marketing efficiency.

MKT 3515	Purchasing and Supply Chain Management	3 credits
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Prerequisite:	MKT 2280 Principles of Marketing
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Topics include the scope and objective of negotiation in procurement, participation and relationship of functional elements of the organization of the purchasing department; preparation, conduct and recording of negotiations; analysis of sources of supply, contract cost, price, profit, investment and risk; cost principles; techniques of negotiation; make or buy; and transportation service.

MKT 3525	Sales Management	3 credits
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Prerequisite:	MKT 2280 Principles of Marketing
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This course discusses the management of the personal selling process in marketing covering types of sales organizations and their relations with other departments of the business, the place of sales research and planning in marketing, the selection of selling methods, credit collection and sales financing hiring, training, and compensating and supervision of salesmen.

MKT 3530	Consumer Behavior	3 credits
Prerequisites:	MGT 2404 Managerial Psychology MKT 2280 Principles of Marketing	

A study of the nature and determinants of consumer behavior. Attention will be focused on the influence of socio-psychological factors such as personality, various social groups, demographic variables, social class, and culture on the formation of consumers' attitudes. The course will cover consumption and purchasing behavior; including steps in the decision-making process starting from problem identification, information and fact finding, evaluation of alternatives, buying decision, and after-purchase evaluation.

MKT 3620	Global Marketing	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

Topics discussed include principles and operations of international and global marketing concepts, the international marketing environment; trade promotion activities of the government and private agencies environmental aspects of international market; financial features and instruments, marketing structure of international trade, terms of trade and credit. International marketing position, foreign market survey, segmentation, targeting and positioning, sourcing strategies, global market entry strategies, strategic elements of competitive advantage, global marketing mix including product decisions, pricing, channels of distribution and global marketing communication mixes will also be discussed.

MKT 3629	Pricing Strategy and Decision	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

Topics include strategic pricing concept, cost structure, market-based pricing for profit, understanding of pricing influence on purchase decision, role of value in pricing, price sensitivity analysis, price elasticity; competitive pricing, proactive pricing, and an initial launch of integration of elements in profitable pricing. The course will also cover pricing for new products and different pricing schemes by segments, product-line pricing, pricing as a promotional tool, pricing to leverage competitive advantages, pricing psychology, and pricing ethics.

MKT 3803	Retail Management	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

This course aims at introducing students to the essential principles and practices of a small business in the area of retail operations. It will cover planning, operations and control in the various retailing institutions, retailing opportunities and careers with a major emphasis on the need to adopt decisions on store location, layout, building, fixtures, equipment and merchandise management. It will also discuss buying, handling, control and pricing, store promotion and customer services.

MKT 3823	Marketing Channel Strategy and Decisions	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

Structure, functions, types, and operating problems of the various institutions in the chain of distribution of different types of products and industries, and segmentation for marketing channel design will be included. Channel

strategy formulation and implementation, the scope of the distribution system, distribution policies, the communication network, evaluation and control of channel performance are to be discussed. The course will include the fast emerging Thai cooperatives as part of a channel system, their organization, and management. The course will also explore channel implementation issues regarding distribution intensity and vertical constraints, and strategic alliances in distribution.

MKT 3830	Direct Marketing	3 credits
Prerequisite:	MKT 3530 Consumer Behavior	

This is a study of the methods of direct marketing to consumers and businesses without using conventional retailers or sales forces. It discusses the use of direct marketing techniques to enhance traditional marketing methods. Topics include the scope of direct marketing, strategic planning, offer planning and positioning database management, direct mail, telemarketing, catalogs, and direct response advertising. Marketing applications and concepts will be illustrated through examples and case studies.

MKT 3831	Retail Buying and Merchandise Management	3 credits
Prerequisite:	MKT 3803 Retail Management	

A study of organization and responsibilities of merchandise divisions, both independent and chain. Topics include duties and problems of the store buyer, the merchandise manager, demand forecasting, sources of buying information, buying policies and practices, selection and evaluation of resources, inventory planning, and control.

MKT 4725	Competitive Analysis and Strategy	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

The course covers provision of analytical concepts in competitive environment, efficient market functioning, industry analysis, strategic groups in industry and global competition, as well as encompassing analysis for competitive advantage, vertical linkages, corporate diversification, and competitive strategic alliances. It provides an understanding of the rivalry using game theory, product positioning, competitive pricing, and research and development in competitive environment.

MKT 4730	Marketing Management	3 credits
Prerequisites:	MKT 2280 Principles of Marketing MGT 2900 Principles of Management	

A study and discussion of the scope and field of marketing management. It discusses the need of marketing and product planning for promotional purposes, the need to plan for new products to replace existing products, and planning for new marketing techniques, including pricing and pricing policies, the techniques of market survey, its objectives and limitations, the management of personal selling, coordination of advertising with all other aspects of marketing, the development of policy toward changing the items comprising the product lines, and the control of the marketing operation.

MKT 4805	Business-to-Business Marketing	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

A course encompassing the marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, and industrial supplies and component parts. The course includes the industrial marketing system and concepts, demand and product characteristics, product and service definitions, market identification, evaluation and measurement of marketing performance, pricing; promotion and public relations, industrial channel strategy and logistics, and performance standards and instruments

of control.

MKT 4806	Product and Brand Management	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

A study of management concepts concerning price and product policies; strategies used in developing product lines; pricing decisions in keeping up-to-date the prices of both industrial and consumer goods; product line management; environment factors that have impacts on price and product strategies.

MKT 4807	Agricultural Marketing	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

A study of the nature and problems of marketing agricultural products with an emphasis on Thai agricultural marketing. It discusses the nature of Thai agricultural products and their marketing systems, survey of local and foreign agricultural marketing, environmental factors of the agricultural markets, grading, storing and transporting the products, promotional activities and policies of the government and private agencies.

MKT 4809	Marketing for Services	3 credits
Prerequisites:	MKT 3530 Consumer Behavior Senior standing (Marketing Major)	

A study of nature and characteristics of market and consumer behavior for various services; marketing mix for services; structure and development of institutions involved in selling services such as financial institution, banks insurance companies, transportation firms, hotels and various travel industry agencies. The course also covers the comparison between marketing for goods and marketing for services.

MKT 4810	Export-Import Management	3 credits
Prerequisite:	MKT 3620 Global Marketing	

In addition to common principles and practices of international marketing management, the course will include foreign market exploration, exchange problems, practices and document preparation, customs clearances and forwarding practices, detailed study of customs tariffs, duties and export-import premiums, landed cost calculation methods, commodity classification system of the Customs Department, carrier selection decision making, management and organization of freight forwarding and customs clearance agencies, marketing communication for foreign products, management and organization of import and export departments of large commercial firms, and the relationship with financial and transportation intermediaries.

MKT 4811	Seminar in Marketing	3 credits
Prerequisites:	MKT4730 Marketing Management Senior standing (Marketing Major)	

The primary objective of this course is that of an integrating experience for the students. All areas of marketing curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from business fields, research, and others.

MKT 4812	Individual Research	3 credits
Prerequisite:	Senior standing (Marketing Major)	

This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student

upon agreement with an instructor selected from the faculty members of the Marketing Department. A typewritten report must be submitted.

MKT 4824	Advertising Management	3 credits
Prerequisite:	IMC 3102 Integrated Marketing Communications	

A study of the management of personal and non-personal communication in the marketing process. This course is an overview of the functions of the advertising agency as a business operation and the advertising departments of large business firms. The course emphasizes accounts management and advertising campaign planning, execution and control, billing procedures, income sources, costing techniques, internal operations, personnel policies, media strategy formulation and selections, measurement of advertising effectiveness, and current topics such as truth and ethics in advertising.

MKT 4825	Marketing Logistics	3 credits
Prerequisite:	MKT 2280 Principles of Marketing	

Topics include an analysis of distribution logistics as they relate to time-service concepts, profit control centers, technological gains, the transportation system, economics of transportation pricing, national and international regulations of transportation, freight rates of different modes and their classification systems, transportation terminology, documentation, routes, Thai transport laws, quantitative transportation models, and other modern topics. This course focuses on a study of organization structure, communication problems and alternatives evaluation, inventory management, warehousing, and transportation.

MKT 4829	Marketing Decision Making	3 credits
Prerequisites:	MKT 2280 Principles of Marketing Graduating Only or Department Chairperson's Approval	

A course directed towards planning and control in the area of marketing. It includes the principles, techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential. Emphasizing the market projection, sales budgeting, pricing, demand analysis, production and distribution scheduling as a part of administrative planning for profit, market campaign planning, and execution and control.

MKT 4831	Retail Sales Promotion	3 credits
Prerequisite:	MKT 3803 Retail Management	

A study of sales promotion within the framework of the retail store. The organizational structure of retail store's sales promotion divisions. A comprehensive examination of the retail sales promotion environment and technique. The planning and evaluation of retail sales promotion mix.

MKT 4848	Contemporary Issues in Marketing	3 credits
Prerequisites:	MKT 2280 Principles of Marketing Senior standing only	

This course is designed to incorporate the current issues in marketing field, marketing theories and practices in developing and less developing nations, social marketing, green marketing, application of generic marketing theories to multiple industries, including services, trading, health care, and agriculture and ethical marketing practices and dilemmas.

MKT 4855	Research in Marketing	3 credits
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Prerequisites: MKT 2280 Principles of Marketing
MGT 3940 Business Research Methodology

An introduction to the principles and methods of marketing research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion. Through a series of class projects, practical experience is offered to the students on how research techniques and procedures are applied to the solution of marketing problems. The determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution are also comprehensively discussed.

MKT 4857	Qualitative Research in Marketing	3 credits
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Prerequisites: MKT 4855: Research in Marketing
Senior standing only

An initial course to provide basic application of qualitative techniques in research including in-depth interviews, focus-group research and applicable psychological measurement techniques to understand the consumers' buying decision making, data collection and analysis through content analysis, discourse analysis and others. It integrates some concepts especially delicate methods of data collection for which quantitative analysis may not be sufficient.