



Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

Thai Qualification Framework for Higher Education (TQF5) : Course Report

The Course Report herein refers to the teaching and learning report of a lecturer at the end of each semester course. The report includes an assessment whether the course was conducted as planned in the course specification and, if not, suggestions for improvement. The report also presents student academic results, the number of students for the duration of the course, course management problems, an analysis of the course evaluation result from students/Head of Department or external auditor, an opinion survey of employers, and suggestions to the course coordinator for improvement and development.

The Course Report consists of 6 sections:

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| Section 1 | General Information |
| Section 2 | Teaching and Learning Management Compared to a Teaching Plan |
| Section 3 | Summary of Teaching and Learning Result |
| Section 4 | Problems and Effects of Course Management |
| Section 5 | Course Evaluation |
| Section 6 | Improved Teaching Plan |

Course Report

Name of Institution : Suan Sunandha Rajabhat University
 Campus/Faculty/Department : Suan Sunandha International School of Art (SISA)

Section 1: General Information

Course title and co : DEC 3501 Marketing and Promotion for Digital Creativity
 Pre-requisite : None
 Responsible faculty, lecturer, and section : Dr. Niracharapa Tongdhamachart
 Course semester/academic year : Semester 1/2017
 Place of study : Salaya Campus
 Suan Sunandha International School of Art (SISA),
 Room: 38027, Suan Sunandha Rajabhat University

Section 2: Teaching and Learning Management Compared to a Teaching Plan**1. Planned teaching hours compared to actual teaching hours**

Specify teaching topics, teaching hours according to the plan, and actual teaching hours. If the actual teaching hours are different from the plan by more than 25%, specify the reasons.

No.	Teaching Topics	Planned Hours	Actual Hours	If planned teaching hours differs from actual teaching hours more than 25%, specify reasons.
1	Course orientation	3	3	
2	Definition of marketing	3	3	
3	Consumer behavior	3	3	
4	Marketing components and why it is important.	3	3	
5	Marketing components and why it is important.	3	3	
6	Marketing components and why it is important.	3	3	
7	Seminar about global e commerce: Alibaba.com (off campus)	3	3	
8	Guest Speaker about branding	3	3	
9	Branding	3	3	
10	Take home exam	3	3	
11	Mid term	3	3	
12	How to write a marketing plan	3	3	
13	Guest Speaker about marketing research	3	3	
14	Marketing research workshop	3	3	

15	Workshop on business plan	3	3	
16	Guest speaker about business plan	3	3	
17	Final exam	3	3	

2. Teaching topics not covered as planned

Specify topics that are not covered according to the teaching plan. The lecturer may consider whether the main points of the topics affect learning outcomes at both the course and program levels. If there is any impact on student learning outcomes, give suggestions.

Teaching Topics Not Covered As Planned	Effects to Learning Outcomes	Provide Any Suggestions
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3. Efficiency of teaching towards learning outcomes, as specified in course design

Specify whether teaching methodology can lead towards achievement of all domains of learning outcomes, as articulated in course specification. Specify problems found in teaching. Give suggestions.

Domains of Learning Outcomes	Teaching Methodology and Activities in Class	Efficiency		Setback During Teaching and Suggestions
		Yes	No	
Ethics and Morals 1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	1. Rule setting such as attending classes regularly and on time 2. Group discussion 3. Group work Responsible for given tasks and be honest in working and examination	√		Need to explain to students to understand the consequences of being late and absent.
Knowledge 1. Can apply knowledge in real working time 2. Creative use of the English language 3. Understand in working process up to standard 4. Good attitude towards profession and work based on moralities and ethics in practical situations	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	√		Students have extremely limited ability in English and marketing

	3. Games for case studies understanding and conclusion 4. Quiz in class			
Cognitive Skills 1. Can apply theoretical section and practical part to actual environment 2. Can analyze situations in real time	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	√		Students need to get real time information in classroom and experiences from workshop and guest speakers

Domains of Learning Outcomes	Teaching Methodology and Activities in Class	Efficiency		Setback During Teaching and Suggestions
		Yes	No	
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	√		Students are not too focused on the study to ask questions in class Use team learning and students ask more questions within the group. Students skipped class several times. Use more quizzes to test and more stricts.
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 film production such as information searching via internet and uploading produced film	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	√		Show VDO and assign projects for their presentation for English speaking skills. Case studies are introduced in class.

to youtube.com	studies games 3. Report presentation skill by using proper forms, tools and technology			
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4. Teaching improvement

Suggest strategies to your department to improve teaching methodology based on problems found in Section 2, No. 3.

Suggestions: English is still a problem for Thai students especially speaking. Methodology needs to force them to present in front of the class and ask them questions before, during and after class. Quiz, workshop, guest speakers, attending class outside were implemented during the semester because Thai students have little knowledge about marketing and business plan. They need to know how to apply theory into practice.

Section 3: Summary of Teaching and Learning Results

1. Number of students registered for the course : 5 students
2. Number of students at the end of the semester : 5 students
3. Number of students who withdrew from the course : - students
4. Distribution of scores level (grade)

Student's Score as Percentage	Grade	Total	Percentage
86-100	A	0	0
82-85	A-	1	20
78-81	B+	0	0
74-77	B	3	60
70-73	B-	0	0
66-69	C+	0	0
62-65	C	1	20
58-61	C-	0	0
54-57	D+	0	0
50-53	D	0	0
46-49	D-	0	0
0-45	F	0	0
-	I	0	0

5. Factors influencing unusual scores level: None

6. Errors from (grade) assessment plan

6.1 Errors about setting time for assessment

6.1.1 Specify errors and reasons.

6.1 Errors Due To Timing	Reasons
Students come at different times, then take time to get settled in. They came to class very late.	Students have very short attention spans. They hang out with girlfriends/boyfriends.

6.2 Errors about assessment techniques

6.2.1 Specify errors and reasons.

6.2 Errors Due To the Assessment Techniques	Reasons
Assessment from oral presentation.	Students still have much different level of presentation skill such as speaking. Those who speak more fluently always get higher scores. Some students miss many classes especially those who are weak in English and try not to talk and participate in the study

7. Revision of student efficiency

Specify methods of revision and summarize the results

Method of Revision	Conclusion
Instill in the students a sense of professional reverence for their work so that they will hold themselves and their peers to a high standard. Individual and group assignment are needed.	Guest speaker is a good way for students to learn from real world. Students can analyze the lesson better. Change the study environment.

Section 4: Problems and Effects of Course Management

1. Teaching resources and facilities problem

1.1 Specify problems about teaching resources and facilities and their impact.

Problems	Impacts
Electronic equipment such as microphone, speakers is a problem to irritate a lesson. Wifi is often disconnected.	It causes students not to focus on their studies and understand the lesson clearer. Electronic devices distract student attention which is not a proper way for learning lecture lesson.

2. Management and organization problem

2.1 Specify problems about management and organization and their impact on student learning.

Problems	Impacts
There are many projects among lecturers making students skip class and little preparation.	Students lose their opportunities to learn from real things outside. There are so many projects and activities inside and outside faculty so students miss class very often.

Section 5: Course Evaluation

1. Result of student course evaluations (please see attachment.)

1.1 Feedback from student evaluations

1.1.1 Specify strengths and weaknesses.

Students need to do presentation by researching more information. They really lack knowledge skill about marketing and speaking skill is very poor also. Pretest and post test are needed to evaluate student knowledge.

1.2 Lecturer's opinion of student feedback

Students do care much about learning marketing and business plan. They begin to see its importance to their future in expansion. However, it is only for some students.

2. Result of course evaluation from other evaluation methods.

2.1 Feedback from other evaluation methods

2.1.1 Specify strengths and weaknesses.

Strength : They gain more knowledge which they have not known before.
Weakness : Some students have not prepared the lesson well so the rest of them did not pay attention to their presentation. There are some problems among students themselves to work as a team. Teamwork is very weak. Some have difficulty catching up with the study. Some skip classes.

2.2 Lecturer's opinion of feedback

Students cut class and paid little attention to their studies.

Section 6: Improved Teaching Plan

1. Progression of improved teaching plan as presented in the previous course report.

1.1 Specify an improved teaching plan that was proposed in the previous semester/academic year, and describe whether it was conducted as planned. If not, give reasons.

An Improved Plan	The Result
Need to invite guest speakers from well- known animation studios. Rules are needed to set for those who always skip classes and come to class late.	They will understand more and eager to study.

2. Other methods for course improvement

2.1 Briefly describe how to improve the course, e.g., new teaching methods for the current semester/academic year or new teaching instruments.

More presentation and research. Group and individual projects. Quiz will enhance their eagerness. Guest speakers are needed and outside seminar will enhance their knowledge. Case study is very essential for student practice. They need to do more case studies in class after the lesson. Rules of participation and attendance are needed to set up.

3. Suggestion an improvement of the plan for the next semester/academic year

3.1 Specify a plan with expected deadlines and person who is responsible.

Proposed Plan	Deadline	Responsible Lecturer
Group, individual projects, case study with specified date of submission.	Every month	Dr. Niracharapa Tongdhamachart

Reported by : Dr. Niracharapa Tongdhamachart

Submitted Date : December 2017