



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

**Sunandha Rajabhat University**

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

---

**Course Title** : Media Marketing

**Credit** :3 (2-2-5)

**Semester** 2

**Academic Year** : 2020

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

**Lecturer** : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

**Section 1. General Information**

1. Code and Course Title : Media Marketing
2. Credit :3 (2-2-5)
3. Curriculum and Course Category:  
This Digital Marketing course will transform you into a complete digital marketer with expertise in the top eight digital marketing domains — search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, and email marketing. Fast-track your career in digital marketing today with practical training you can apply on the job. Social media technologies are continuously transforming the ways consumers interact with each other and firms. These changes constitute a fundamental shift in the marketplace--consumers have greater opportunities to voice their opinions and connect with other consumers as well as an increased influence over marketers and brands. As a result, the conventional approaches to marketing communications have become more and more challenged. This puts an added emphasis on leveraging social media to engage consumers and propagate ideas, messages, products, and behaviors. This course takes an in-depth look at the relationship between media and human behavior, and examines how organizations capitalize on social media, and these consumer to-consumer interactions, to support their marketing efforts. Students will get hands-on experience creating comprehensive social media strategies for active brand
4. Lecturer : Dr. Niracharapa Tongdhamachart E-mail:  
ajamjune@gmail.com
5. Semester / Year Level of Students: Semester 2 / 3<sup>rd</sup> 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 Understand what media is, the various channels through which it operates, and its role in marketing strategy
  - 1.2 Use principles of consumer and psychology to develop media content and campaigns that engage consumers
  - 1.3 Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks
  - 1.4 Measure the impact of media campaign in terms of a specific marketing objective
2. Objectives of Developing/Revising Course -

### Section 3. Course Structure

#### 1. Course Outline

The course topics are media, social media and content creation. The course includes lectures, group discussion, self-study and do a lot of assignments.

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

Lecture	Practice	Self Study	Addition
4 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 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>		
1. Able to apply knowledge in real working time 2. Able to create art work 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. case studies in understanding and conclusion 4. Field trip/studio visit and practice	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of Art and animation history 3. Evaluation by case study, questions, midterm examination and final examination (research paper).

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1.Can apply theoretical section and practical part to art and animation production 2.Can analyze situations in art and animation production	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Assignment of group discussion and report 3.Individual analysis based on art and animation principles 4. Develop art work 5. Final Research paper	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 produced art or animation 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 games 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	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	<ul style="list-style-type: none"> <li>- Course Orientation</li> <li>- <b>Introduction to digital marketing:</b> Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990's and 2000's has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops. This section covers basics of Digital Marketing, its importance and relevance.</li> </ul>	3	<ul style="list-style-type: none"> <li>-lecture with Power point</li> <li>-Questions and Answer</li> <li>-Group assignment</li> </ul>	Dr. Niracharapa Tongdhamachart
2	<b>Important Digital Marketing Terms:</b> This section important terms, concepts and their meanings that are critical in understanding Digital Marketing. These include terms such as C.P.M., C.P.C., C.T.R etc. and their relevance in digital marketing campaigns.	3	<ul style="list-style-type: none"> <li>-lecture with Power point</li> <li>-Questions and Answers</li> <li>-Discussion</li> </ul>	Dr. Niracharapa Tongdhamachart
3	<b>Paid Media, Earned Media and Owned Media:</b> This section covers three important concepts i.e. Paid, earned and owned media. In this section the meaning, difference and relevance of these concepts are covered. Understand of paid, earned and owned media can help you create a better digital media strategy.	3	<ul style="list-style-type: none"> <li>-Lecture with Power points</li> <li>-Questions and Answer</li> <li>-Quiz</li> </ul>	Dr. Niracharapa Tongdhamachart
4	<b>Why Digital Marketing?:</b> This section covers in great detail the relevance and importance of Digital Marketing. It covers how digital marketing can help start-ups, non-profits, small business, and large brands.	3	<ul style="list-style-type: none"> <li>-lecture with Power point</li> <li>-Question and Answers</li> <li>-Case Analysis</li> </ul>	Dr. Niracharapa Tongdhamachart
5	<b>Planning a Digital Marketing Campaign:</b> This section outlines creation of a digital marketing plan. It will help you build a digital marketing plan that can come in handy in your job, start-up, or small business. It also helps your understand essentials of any digital marketing plan.	3	<ul style="list-style-type: none"> <li>-Questions and Answer</li> <li>-Questions and Answers</li> </ul>	Dr. Niracharapa Tongdhamachart
6	<b>Midterm Examination Week</b>			
7	<b>Introduction to Content Marketing:</b> Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and	3	-Field trip	Dr. Niracharapa Tongdhamachart
8	consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. This section introduces the concept of content marketing.	3	<ul style="list-style-type: none"> <li>-lecture with Power point</li> <li>-Questions and Answer</li> <li>-Case Analysis</li> </ul>	Dr. Niracharapa Tongdhamachart
9	<b>History of Content Marketing:</b> This section explores the origins of content marketing and its role in the present context of digital marketing.	3	<ul style="list-style-type: none"> <li>-lecture with Power point</li> <li>-Report and presentation</li> </ul>	Dr. Niracharapa Tongdhamachart

10	<b>Creating a content marketing plan:</b> This section covers the basics of creating and implement a content marketing plan and measuring its impact. Content Marketing case study - A case study that details out successful implementation of content marketing is explored.	3	- lecture with Power point Questions and Answer	Dr. Niracharapa Tongdhamachart
11	<b>Creating a content marketing plan:</b> This section covers the basics of creating and implement a content marketing plan and measuring its impact. Content Marketing case study - A case study that details out successful implementation of content marketing is explored.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
12	<b>Creating a content marketing plan:</b> This section covers the basics of creating and implement a content marketing plan and measuring its impact. Content Marketing case study - A case study that details out successful implementation of content marketing is explored.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
13	<b>Creating a content marketing plan:</b> This section covers the basics of creating and implement a content marketing plan and measuring its impact. Content Marketing case study - A case study that details out successful implementation of content marketing is explored.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
14	<b>Planning an influencer marketing campaign:</b> In this section we'll explore how you can plan and implement an influencer marketing campaign. It covers important aspects of the plan and metrics that should be tracked to measure the success of an influencer marketing campaign.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
15	<b>Pay-Per-Click advertising:</b> Pay per click (PPC), also called cost per click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. Pay-per-click is commonly associated with search engines. This section covers the basics of pay-per-click advertising. It will help you understand what is pay-per-click advertising, how it works and its importance.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
16	<b>Google Adwords &amp; Search Engine Marketing:</b> Google AdWords is an online advertising service that enables advertisers to compete to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers that might link the copy to the content of web pages shown to users. Web pages from Google and from partner websites are designed to allow Google to select and display this advertising copy. Advertisers pay when users divert their browsing to seek more information about the copy displayed, and partner websites receive a portion of the income they generate. This section covers insights on how the Google Adwords auction system works, a tutorial on the bidding system and finally how you can get started with Google Adwords.	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
17	<b>Final exam</b>	3	Group projects	Dr. Niracharapa Tongdhamachart
Total		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 10%
<b>2. Knowledge</b>			
1. Apply knowledge in real working time 2. Use creativity in creating art and animation 3. Understand in working process rightly in standard 4. Good attitude to	Midterm Exam research paper Scores	week 6, week 16	Midterm Examination 20% Final research paper 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 art and animation production 2.Can analyze situations in Art and animation production	Case Study Analysis, Homework Assignment	week 1-2, week 4, week 8, week 12	Group Discussion 15%
<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, practice with animation studios	Every Week	Class Participation 10%

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 art and animation production such as information searching via internet and uploading produced art and animation to youtube.com	Group Presentation	week 1-3, week 9, week 12, week 14-15	Group Presentation 15%



### Section 6. Learning and Teaching Resources

Major books and documents

1. Handouts by Dr. Niracharapa Tongdhamachart



2. Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth

## 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' 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
- 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	-