



College of Communication Arts (CCA)

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:

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 code : CDM 2404 Special Topic in Business

Pre-requisite	: None
Responsible faculty, lecturer, and section	: Dr. Niracharapa Tongdhamachart
Course semester/academic year	: Semester 3/2020
Place of study	: College of Communication Art, Suan Sunandha Rajabhat University, Nakhon Pathom

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.

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	<ul style="list-style-type: none"> - Course Orientation - Introduction to digital marketing: 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. 	3	<ul style="list-style-type: none"> -lecture with Power point -Questions and Answer -Group assignment 	Dr. Niracharapa Tongdhamachart
2	Important Digital Marketing Terms: 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"> -lecture with Power point -Questions and Answers -Discussion 	Dr. Niracharapa Tongdhamachart
3	Paid Media, Earned Media and Owned Media: 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"> -Lecture with Power points -Questions and Answer -Quiz 	Dr. Niracharapa Tongdhamachart

4	Why Digital Marketing?: 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	-lecture with Power point -Question and Answers -Case Analysis	Dr. Niracharapa Tongdhamachart
5	Planning a Digital Marketing Campaign: 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	-Questions and Answer -Questions and Answers	Dr. Niracharapa Tongdhamachart
6	Midterm Examination Week			
7	Introduction to Content Marketing: 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	-lecture with Power point -Questions and Answer -Case Analysis	Dr. Niracharapa Tongdhamachart
9	History of Content Marketing: This section explores the origins of content marketing and its role in the present context of digital marketing.	3	-lecture with Power point -Report and presentation	Dr. Niracharapa Tongdhamachart
10	Creating a content marketing plan: 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	Creating a content marketing plan: 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	Creating a content marketing plan: 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	Creating a content marketing plan: 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	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
14	Planning an influencer marketing campaign: 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	Google Adwords & Search Engine Marketing: 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

16	How to write a research paper	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
17	Research Paper Submission	3	Research Paper	Dr. Niracharapa Tongdhamachart
Total		51		

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 3. Games for case studies understanding and conclusion 4. Quiz in class	√		Students have extremely limited ability in English and Southeast Asia.
Cognitive Skills 1. Can apply theoretical section and practical part to actual environment	1. Practice and ideas conclusion by program of Microsoft	√		Students need to get real time information in classroom

2. Can analyze situations in real time	PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present film principles			
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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	v		Students are not too focused on the study to ask questions in class Use team learning and students ask more questions within the group
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 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	v		Use VDO about ASEAN and assign projects for their presentation for English speaking skills

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 Chinese students especially speaking. Try to force them to make presentation.

Section 3: Summary of Teaching and Learning Results

1. Number of students registered for the course : 4 students
2. Number of students at the end of the semester : 4 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	
82-85	A-	0	
78-81	B+	1	25
74-77	B	1	25
70-73	B-	2	50
66-69	C+	0	
62-65	C	0	
58-61	C-	0	
54-57	D+	0	
50-53	D	0	
46-49	D-	0	
0-45	F	0	
-	W		
	i	0	
			100

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.	Connection is a problem because some Chinese student went home.

6.2 Errors about assessment techniques

6.2.1 Specify errors and reasons.

6.2 Errors Due To the Assessment Techniques	Reasons

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.	Fieldtrip and guest lecturer are a good way for students to learn their neighboring countries. Students will get clearer picture and understand better.

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
Connection and teaching tools online	It causes students not to focus on their studies and understand the lesson clearer.

2. Management and organization problem

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

Problems	Impacts
There are too much trouble and procedures to take students to field trip off campus regarding pandemic	Students lose their opportunities to learn from real things outside. There are so many activities 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 English writing and content writing.

1.2 Lecturer's opinion of student feedback

Students submitted assignments late and take more time to finish. Explain in details more to make understanding.

2. Result of course evaluation from other evaluation methods.

2.1 Feedback from other evaluation methods

2.1.1 Specify strengths and weaknesses.

<p>Strength : They gain more knowledge which they have not known before.</p> <p>Weakness : Some students have not prepared the lesson well so the rest of them did not send on time and intime.</p>

2.2 Lecturer's opinion of feedback

They like the course and need more content to learn.
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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 take students to ASEAN countries to see the development and get a clearer picture.	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. More practices enhance their eagerness.
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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 : July 2021