



Course Specification

Suan Sunandha Rajabhat University
College of Communication Arts Major in Digital Design (International Program)

Section 1 General Information

1. Course ID : DCC1204
2. Course Title : Marketing Communications in the Digital Age
3. Credit : 3 (3-0-6)
4. Curriculum : Bachelor of Fine Arts in Cinematic Arts (International Program)

5. Type of subject : Cinematic Arts and Creative Media Requirement Course	
6. Responsible lecturer :	Assist.Prof.Dr.
lecturer :	Tawipas
	Pichaichanarong
7. Contact Address : College of Communication Arts	
8. Email : lecturertawipas@aliyun.com	
9. Semester : Semester 2 / 2024	
10. Year Level of Students :	1 st Year Students
11. Pre-requisite : -	
12. Co-requisite : -	
13. Learning Location : Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakhon Pathom Campus	

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Introduction	3	3	
Content Marketing Value Part 1	3	3	
Content Marketing Value Part 2	3	3	
Understanding the TikTok Landscape & Content Creation	3	3	
TikTok Marketing Strategies & Campaign Development	3	3	
The Marketing Mix	3	3	

Midterm			
Marketing Tools: Marketing Mix	3	3	
Behavior of Using High-tech Products of Customers	3	3	
Marketing Planning	3	3	
Introduction to Marketing Planning	3	3	
Business Plan	3	3	
Presentations			
Final Examination Week			

2. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	

Morals and Ethics	<p>Morals and Ethics to be developed Be able to deliver or to complete a required task at or the appointed time. Focus on (1)) Honesty (2) Integrity (3) Responsibility (4) Punctuality (5) Tolerance(6) Confidence</p> <p>Teaching Strategies (1) Help remind other team members to be on time. (2) Provide an example of integrity in classroom such as no plagiarism. (3) Rules setting such as attending the class on time and regularly (4) Group discussion (5)Group work (6)Responsible for given tasks and be honest in working and examination Evaluation Strategies</p>	<p>✓</p> <p>✓</p>	<p>.....</p>	
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	<p>(1) Check student attendance every class.</p> <p>(2) Evaluate from how many students cheating in exam.</p> <p>(3) Evaluate from students' responsibility on their contribution on group project.</p> <p>(4) Evaluation of on time assigned tasks sending</p> <p>(5) Evaluation of harmony in students group working</p>			
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Knowledge	<p>Knowledge to be Acquired</p> <p>(1) To be able to provide an analysis and provide solutions to real world problems.</p> <p>(2) To be able to apply knowledge in real working time</p> <p>(3) To be able to create marketing tools.</p> <p>(4) To Understand in working process rightly in standard good attitude to profession and work based on moralities and ethics of mass communicator s and other related fields.</p> <p>Teaching Strategies</p> <p>Teaching Strategies</p> <p>(1) To explain and conclude ideas through teaching documents and presentation by</p>	✓	<p>.....</p> <p>...</p> <p>.....</p> <p>...</p> <p>.....</p> <p>...</p> <p>.....</p> <p>...</p>	
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	<p>programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>(2) To assign single and group assignment and discussion</p> <p>(3) To provide case studies in understanding and conclusion</p> <p>Evaluation Strategies</p> <p>(1)Evaluation by behaviors, attention and class participation</p> <p>(2)Evaluation by group working</p> <p>(3)Evaluation by case study, questions, midterm examination and final examination (research paper).</p>			
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Cognitive Skills	Cognitive Skills to be acquired Can apply theoretical section and practical part Can write a speech based on grammar Teaching Strategies (1) Practice and ideas conclusion by program of Microsoft PowerPoint (2) Assignment of group discussion and report Evaluation Strategies (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 (5) Evaluation by quiz, role play	✓	
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	Interpersonal Skills and Responsibilities			
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Interpersonal Skills and Responsibilities	<p>Interpersonal Skills and Responsibility to be Developed (1) Relevant interpersonal skill and classmate</p> <p>(2) Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people</p> <p>(3) Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators</p> <p>(4) Being leader and follower while working development Teaching Strategies</p> <p>(1) Explain and conclude ideas through teaching documents and presentation by</p>	✓	<p>.....</p> <p>...</p> <p>.....</p> <p>...</p> <p>.....</p> <p>...</p> <p>.....</p> <p>...</p>	
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	<p>programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>(2) Group works assignment</p> <p>(3) Individual presentation Evaluation Strategies</p> <p>(1) Evaluation by behaviors, attention and class participation</p> <p>(2) Evaluation by group works</p> <p>(3) Evaluation by in class practice</p>			
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Numerical Analysis, Communication and Information Technology Skills	Numerical Analysis, Communication and Information Technology Skills to be Developed Effective communication skill which are listening, speaking, reading and writing skills Information technology and new media usage skills to support speaking (1) Communicative technology usage practice such as assignment sending via email 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 Evaluation Strategies	✓	
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	(1) Evaluation by behaviors, attention and class participation (2) Evaluation by group discussion and presentation (3) Evaluation by in class practice			
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Section 3 : Course Outcomes

1. Number of registered students 13

(As of the last day of Adding/Withdrawal)

2. Number of students at the end of semester 13

3 Number of students who withdrew (W) -

4. Grade distribution

Grade	Number of students	Percentage
A	2	15.38
A-	6	46.15
B+	4	30.77
B		
B-		
C ⁺		
C		
C-		

D		
F		
Incomplete (I)	1	7.69

5. Factors causing unusual distribution of grades (If any)

- (1)
-
- (2)
-
- (3)
-

6. Verification of students' achievements

Verification Method(s)	Verification Result(s)
-Assignments/Projects: Students may be tasked with creating digital marketing campaigns, analyzing case studies, or applying theories to real-world scenarios. - Participation/Engagement: Students' active participation in class discussions, workshops, or online forums might be verified to ensure they are engaging with the content.	-Grade/Score: If the course is graded, you might list the numerical score or letter grade achieved (e.g., A, B+, C, etc.). -Feedback: If necessary, include comments or feedback on areas of strength and improvement, especially for assignments or projects.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Problems from teaching and learning resources	Impacts on students' learning <input type="checkbox"/>
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2. Administration and organization

Problems from administration <input type="checkbox"/>	Impacts on students' learning <input type="checkbox"/>
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Problems from organization <input type="checkbox"/>	Impacts on students' learning <input type="checkbox"/>
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Section 5 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester....., Academic year..... 1. Asking students 2. Random inspection of student work	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) 1. Students have a good understanding of the subjects they study. 2. The performance of randomly selected students was rated as good to very good.
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4. Suggestions for improvement for Semester....., Academic year.....

Suggestions	Time Frame	Responsible person
1.	1.	1.
2.	2.	2.
3.	3.	3.

Responsible Faculty Member/Coordinator: Assistant Prof. Dr.
Tawipas Pichaichanarong

Signature..... Submission Date

Jul 18, 2025

Chairperson/Program Director:

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Signature..... Receipt Date

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