

Course Report

| | |
|---------------------------|---|
| Name of University | Rambhai Barni Rajabhat University |
| Faculty/Department | Faculty of Communication Arts/Department of Communication Arts Bilingual |

Section 1 : General Information

| | |
|---|--|
| .1 Course code and Title | Course code 8312101 Title English for Marketing Communication |
| 2. Credits | 3(2-2-5) |
| 3. Academic program, Type of course | Academic program : Program in Communication Arts Type of course : A Major course |
| 4. Responsible lecturer and Lecturers | 4.1 Responsible lecturer : Miss Aungsumarin Suchairatanachoke 4.2 Lecturers : Miss Sariyapa Kantawan 4.3 Group 1 12 students |
| 5. Course semester/academic year and student Level | Second semester/ 2020 and 2 nd year student level |
| 6. Pre-requisite (if any) | Course code 8002001 Title English for Communication Arts |
| 7. Co-requisite (if any) | N/A |
| 8. Place of study | Classroom number ๓133 |
| 9. Last updated | 30 April 2021 |

Section 2 : Teaching and Learning Management Compared to a Teaching Plan

1. Report of teaching hours compared to a teaching plan.

| Topics | Planned Hours | Teaching Hours | Specify the reasons if it is different from the plan by more than 25% |
|---|---------------|----------------|---|
| Introduction students and checking students' self confidence | 4 | 4 | |
| <u>Unit I Introduction to Marketing Communication</u> - Meaning of Marketing Communication | 4 | 4 | N/A |
| <u>Unit II Marketing Strategies and Tactics</u> - Outline a marketing plan - Setting marketing objectives - Writing a marketing strategy - Presenting a marketing plans | 8 | 8 | N/A |
| <u>Unit III Marketing Tools</u> - Channels - Traditional media - New media | 8 | 8 | N/A |
| <u>Unit IV Understanding and Presenting Advertisement</u> - Traditional media - New media | 8 | 8 | N/A |
| <u>Unit V Digital Marketing</u> - Illustrate the results - Making a point persuasively - Digital Marketing objectives and tools | 8 | 8 | N/A |

| Topics | Planned Hours | Teaching Hours | Specify the reasons if it is different from the plan by more than 25% |
|--|---------------|----------------|---|
| Introduction students and checking students' self confidence | 4 | 4 | |
| - Writing a good tagline | | | |
| <u>Unit VI Exhibitions and Events</u> - Booking a stand at an event - Dealing with a visitor to the stand - Networking at a social event - Writing a follow-up email | 8 | 8 | N /A |
| <u>Unit VII Presentations</u> - Opening a presentation - Structuring a presentation - Signposting - Talking about visuals - Summarizing the main points - Handling the question and answer session | 8 | 8 | N/A |
| <i>Projects or campaign presentations</i> | 4 | 4 | N/A |

2. Teaching topics not covered by the plan.

| Topics that cannot be covered by the teaching plan (if any) | Affect learning outcomes at both the course and program levels | Give suggestion |
|--|--|-----------------|
| N/A | N/A | N/A |

3. Efficiency of teaching towards learning outcomes, as specified in course design.

| Domains of learning outcomes | Teaching methodology | Efficiency | | Specify problems found in teaching. Give suggestions |
|------------------------------|--|------------|----|--|
| | | Yes | No | |
| Morals and Ethics | <p>i) Explains about the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfilment of learning activity.</p> <p>ii) Discipline punctuality is important according to the deadline and the honesty's activity and assignment.</p> <p>iii) Assigns to participated in public relations working.</p> <p>iv) Acts as a good moral model for the students.</p> | ✓ | | N/A |

| Domains of learning outcomes | Teaching methodology | Efficiency | | Specify problems found in teaching. Give suggestions |
|----------------------------------|---|------------|----|--|
| | | Yes | No | |
| Knowledge | <p>i) Set the learning by following the course description, which focused on the knowledge and work skill integration.</p> <p>ii) Set the learning by synchronizing the reality situation applied to the theory.</p> <p>iii) Set the special lecture by the keynote speakers who specialized in public relations.</p> <p>iv) Set the project for organization practicing.</p> | ✓ | | N/A |
| Cognitive Skills (Wisdom) | <p>i) Set the learning activity and give the students' skills of thought and new technology.</p> <p>ii) Set the learning activity by focusing on the reality experience.</p> <p>iii) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.</p> | ✓ | | N/A |

| Domains of learning outcomes | Teaching methodology | Efficiency | | Specify problems found in teaching. Give suggestions |
|--|--|------------|----|--|
| | | Yes | No | |
| Interpersonal relationship skills and responsibility | i) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication. ii) Teach the topics of responsibility, human relations and the organization culture. | ✓ | | N/A |
| Numerical analysis skills, communication skills and using IT | i) Set the learning by focusing on technique skills of statistic, mathematic and information technology. ii) Set the experience of students by using the information technology, mathematic and statistic presentation. | ✓ | | N/A |

4. Suggestion of Teaching Improvement

N/A

Section 3 : Summary of Teaching and Learning Result

1. Number of students registered for the course

Group 1 12 students

2. Number of students at the conclusion of the semester

Group 1 12 students

3. Number of students who withdrew from the course

-

4. Variability of scores level (*grade*).

Group 1

| Grade | Amount | Percentage |
|----------------|--------|------------|
| A | 4 | 33.33 |
| B+ | 4 | 33.33 |
| B | 3 | 25.00 |
| C+ | 0 | 0.00 |
| C | 0 | 0.00 |
| D+ | 1 | 8.33 |
| D | 0 | 0.00 |
| F | 0 | 0.00 |
| Incomplete (I) | 0 | 0.00 |
| Passed (P) | 0 | 0.00 |
| Not Pass (NP) | 0 | 0.00 |
| Withdraw (W) | 0 | 0.00 |

5. Factors influencing unusual scores level. (*If any*)

| Factors | Errors | Reasons |
|---------|--------|---------|
| N/A | N/A | N/A |

6. Error from evaluation plan regarding learning outcome assessment plan, as outlined in Course Specification (TQF3)

6.1 Errors about setting time for assess

| Errors | Reasons |
|--------|---------|
| N/A | N/A |

6.2 Errors about assessment procedures

| Errors | Reasons |
|--------|---------|
| N/A | N/A |

7. Verification of student learning outcomes

| Method(s) | Result(s) |
|---|---|
| <p>English for Marketing</p> <p>Communication by a random student to interview by the council that named from the faculty</p> | <p>1. 28 April 2021</p> <p>2. at the meeting room, floor 3, Faculty of Communication Arts, RBRU</p> <p>3. The Verification Committee from Communication Arts curriculum (Mass Communication, Integrated Communication and Communication Arts Bilingual)</p> <p>4. result</p> <p>The Verification Committee has provided suggestions to agree on the verification results by suggesting that the instructor arrange a meeting in the course to prepare the teaching to be in the same direction.</p> <p>The Verification Committee summarizes the details of the assessment according to TQF3 and TQF5, which found that the instructors have completed the teaching of all issues in accordance with TQF3 and</p> |

| | |
|--|--|
| | TQF5. Answer paper / exam / work piece / report / work results found that the instructor has taught the course according to the course description and the preparation of TQF 3. Students have knowledge and understanding of the course content and receive moral better ethics satisfied with the teaching of instructors in the teaching process that is easy to understand and satisfied with the teachers at a high level suggestions for such courses showed that students wanted to have more group work. |
|--|--|

Section 4 : problems that affect the course

1. Issues regarding learning resources and facilities

| Issues regarding learning resources <i>(if any)</i> | Effect |
|---|--------|
| N/A | N/A |

2. Management and Organizational Issues

| Management and Organizational Issues <i>(if any)</i> | Effect |
|--|--------|
| N/A | N/A |

Section 5 : Course Evaluation

.1 Course evaluation results by students *(Document Attached)*

1.1 Key issues from student evaluation results(online evaluation)

Average teaching evaluation results group 1 was 4.73, representing 94.60%

| |
|--|
| 1.2 The instructor's opinion on the issues raised in 1.1 - agreed with the student evaluation results |
| .2Result of course evaluation from other evaluation methods. |
| .2.1 Feedback from other evaluation methods. - |
| .2.2 Lecturer's opinion of feedback raised in 2.1 - |

Section 6 : Improvement Plan

| | | |
|---|---|---------------------|
| .1Progression of teaching improvement plan as presented in the previous course report. | | |
| Improvement plan that was proposed in the previous semester/academic year | Describe whether it was conducted as planned. If not, give reasons. Also results. | |
| N/A | N/A | |
| .2Other methods for course improvement. N/A | | |
| 3. Suggestion for improvement plan for the next semester/academic year. | | |
| Suggestions | Working Period | Responsible Persons |
| The course should be teach between Thai lecturer and native speaker | Next semester | Lecturer |
| .4Suggestion from responsible course lecturer to responsible program lecturer. - The lecturer can be improved by field trip study at the foreign media office. - Teaching professor should meet in order to discuss about the learning process. | | |

Lecturer

.....

(Miss Sariyapa Kantawan)

Submitted Date...../...../.....

Responsible Instructor

.....

(Miss Aungsumarin Suchairatanachoke)

Submitted Date...../...../.....