Course Report

Name of University	Rambhai Barni Rajabhat University

Faculty/Department
Faculty of Communication Arts

Section 1 : General Information

1.Course code and Title

   Course code 8313104 Media Production 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 Mandatory major

4. Responsible lecturer and Lecturers

   4.1 Responsible lecturer : Mr.Tommy Jensen.

   4.2 Lecturers

  Group 1 Mr.Tommy Jensen.

       Mr. Mwangati Whenda-Bhose NG oli.

   4.3 Group

   Group 1 Communication Arts (Bilingual) Marketing communication 7 students.

5. Course semester/academic year and student Level

   First semester/ 2019 and 3rd year student level

6. Pre-requisite *(if any)*   N/A

7. Co-requisite *(if any)*   N/A

8. Place of study

   Classroom number 22405

9. Last updated

     28 November 2019

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	4	4	N/A
Chapter 1 Basic knowledge about media production for marketing communication (ความรู้พื้นฐานเกี่ยวกับการผลิตสื่อเพื่อการสื่อสารการตลาด)	4	4	N/A
Chapter 2 Roles, importance and characteristics of each type of media for marketing communication (บทบาท ความสำคัญ และคุณลักษณะของสื่อแต่ละประเภทเพื่อการสื่อสารการตลาด)	4	4	N/A
Chapter 3 Media production planning (การวางแผนผลิตสื่อ)	4	4	N/A
Chapter 4 The use of basic equipment related to media production for marketing communication (การใช้อุปกรณ์พื้นฐานที่เกี่ยวข้องกับการผลิตสื่อเพื่อการสื่อสารการตลาด)	4	4	N/A
Chapter 5 Using unmanned aircraft (drone) for high angle shooting (การใช้อากาศยานไร้คนขับ(โดรน) เพื่อ	4	4	N/A

Topics	Planned Hours	Teaching Hours	Specify the reasons if it is different from the plan by more than 25%
การถ่ายภาพมุมสูง)			
Chapter 6 Online media production (การผลิตสื่อออนไลน์)	4	4	N/A
Chapter 7 Media production from the radio room (การผลิตสื่อจากห้องจัดรายการวิทยุ)	8	8	N/A
Chapter 8 Video editing for marketing communication (การตัดต่อวีดีโอเพื่อการสื่อสารการตลาด)	8	8	N/A
Chapter 9 Media production with Adobe InDesign (การผลิตสื่อด้วยโปรแกรม Adobe InDesign)	8	8	N/A
Presentation Project Final (Group)	4	4	N/A
Review and summarize content.	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	
1. Morals and Ethics	(1) 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 fulfillment of learning activity. (2) Discipline punctuality is important according to the deadline and the honesty's activity and assignment. (3) Assigns to participated in public relations working (4) Acts as a good moral model for the students.	✓		N/A

Domains of learning outcomes	Teaching methodology	Efficiency		Specify problems found in teaching. Give suggestions
		Yes	No	
2. Knowledge	(1) Set the learning by following the course description, which focused on the knowledge and work skill integration. (2) Set the learning by synchronizing the reality situation applied to the theory. (3) Set the special lecture by the keynote speakers who specialized in public relations. (4) Set the project for organization practicing.	✓		N/A
3. Cognitive Skills (Wisdom)	(1) Set the learning activity and give the students' skills of thought and new technology. (2) Set the learning activity by focusing on the reality experience. (3) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.	✓		N/A

Domains of learning outcomes	Teaching methodology	Efficiency		Specify problems found in teaching. Give suggestions
		Yes	No	
4. Interpersonal relationship skills and responsibility	(1) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication. (2) Teach the topics of responsibility, human relations and the organization culture.	✓		N/A
5. Numerical analysis skills, communication skills and using IT	(1) Set the learning by focusing on technique skills of statistic, mathematic and information technology. (2) Set the experience of students by using t- Power Point Presentation slide- Lecture he 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 student 7

   Variability of scores level *(grade).*

Grade	Amount	Percentage
A	1	14.29
B+	2	28.57
B	1	14.29
C+	1	14.29
C	1	14.29
D+	0	0.00
D	0	0.00
F	0	0.00
Incomplete (I)	1	14.29
Passed (P)	0	0.00
Not Pass (NP)	0	0.00
Withdraw (W)	0	0.00

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

Factors	Errors	Reasons
N/A	N/A	N/A

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

   2.1 Errors about setting time for assess

Errors	Reasons
N/A	N/A

   2.2 Errors about assessment procedures

Errors	Reasons
N/A	N/A

3. Verification of student learning outcomes

Method(s)	Result(s)
Questionnaires	**1. Ethics and Moral** The results assessment of Ethics and Moral found that students are disciplined, punctual, honest and responsible for themselves, profession and society. At a high level Accounting for 82.55 percent. **2. Knowledge** The results assessment of knowledge found that students have knowledge and understanding of important concepts and theories in the field of communication arts. At a high level Accounting for 86.38 percent. **3. Cognitive Skills** The results assessment of Cognitive Skills found that Students use intelligence to create knowledge in communication that is beneficial to their own development.

	Society and participation At a high level Representing 84.65 percent. **4. Interpersonal Skills and Responsibility** The results assessment of Interpersonal Skills and Responsibility found that students are responsible for the assignments. Both individual reports and group work At a high level Accounting for 81.45 percent. **5. Numerical Analysis, Communication and Information Technology Skills** The results assessment of Numerical Analysis, Communication and Information Technology Skills found that students can use information technology appropriately for communication arts. At a high level Accounting for 85.33 percent.

Section 4 : problems that affect the course

1. Issues regarding learning resources and facilities

Issues regarding learning resources *(if any)*	Effect
N/A	N/A

2. Management and Organizational Issues

Management and Organizational Issues *(if any)*	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 in the course was 4.28 , representing 85.60%
1.2 The instructor's opinion on the issues raised in 1.1   - Agreed with the student evalution results**.**
2.Result of course evaluation from other evaluation methods.
2.1 Feedback from other evaluation methods.   - N/A
2.2 Lecturer's opinion of feedback raised in 2.1   - N/A

Section 6 : Improvement Plan

1.Progression 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

2.Other methods for course improvement.
N/A

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

Suggestions	Working Period	Responsible Persons
- Adjust teaching method Add Case Example Give students more research. Organize group activities to improve skills**.** **Encourage learning.**	**Next semester**	**Lecturer**

4.Suggestion from responsible course lecturer to responsible program lecturer.

- Lecturer manage teaching Appropriate.

Responsible Lecturer

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(Mr.Tommy Jensen)

28 November 2019

Lecturer

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(Mr.Tommy Jensen)

28 November 2019

Lecturer

....

(Mr.Mwangati Whenda-Bhose NG oli)

28 November 2019