

TQF 3 Course description

| | |
|---------------------------|--|
| Name of university | Rambhai Barni Rajabhat University |
| Faculty/Department | Faculty of Communication Arts Program in Communication Arts (Bilingual) |

Section 1 : General Information

| | |
|--|--|
| 1. Course code and title | 8313104 Media Production for Marketing Communication |
| 2. Credits | 3(2-2-5) |
| 3. Academic program, Type of course | Academic program : Program in Communication Arts (Bilingual) Type of course : Major Required Courses |
| 4. The teacher who responsible for the course and the instructor. | 4.1 The teacher who responsible for the course : Tommy Jensen 4.2 The instructor : Sariyapa Kantawan 4.3 Group 1 11 students |
| 5. Course semester/academic year and student Level | First semester/2021 and 3rd year student level |
| 6. Pre-requisite (if any) | N/A |
| 7. Co-requisite (if any) | N/A |
| 8. Place of study | Group 1 1134 Rambhai Barni Rajabhat University |
| 9. Last updated | May 31, 2021 |

Section 2 : Aims and Objectives

1. Course Aims

1. To provide students with knowledge and understanding about roles, attributes, importance, production methods, strategies, strategies for creating various types of media used for marketing promotion.
2. To provide students with skills in producing various types of media Used in marketing communication
3. To provide students with knowledge and skills in media planning for marketing communication. Effective And suitable for the target group

2. Course Improvement Objectives

To provide students with knowledge, understanding and production skills Including planning various types of media For effective marketing communication Modern and in line with changes in the world in the 21st century, such as print media, radio, television, internet and other media

Section 3 : Operation

1. Course Description : Media Production for Marketing Communication

To study roles, attributes, importance of media used to promote marketing by studying on principles, production methods as well as, practicing in production of media to promote marketing by studying on strategies, methods of media production to make interesting media, appropriate media including, access to the target group. Students have to be able to choose the techniques appropriately, and they have to be able to build the media for marketing.

2. Hours per semester

In semester has 15 weeks of teaching, and week of 16 is the final examination, divided as follow

| All | | Extra Teaching | Field Experience | Self-Study |
|---------|----------|----------------|------------------|------------|
| Lecture | Practice | | | |
| | | | | |

| | | | | |
|----|----|--|-----|-------------|
| 30 | 30 | Teaching according to the demands of instructors / students need | N/A | 5 Hrs./week |
|----|----|--|-----|-------------|

3. Number of hours per week of teacher-provided individual counselling and academic advice.

3 Hrs. per week, Wednesday from 13:00 to 16:00 at the Faculty of Communication Arts, Rambhai Barni Rajabhat University or contact by phone.

Section 4 : Learning Outcome Developments

(● Primary responsibilities) (○ Secondary responsibilities)

Principles of Advertising and Public Relations has a standards-based learning Qualifications Framework 5 aspects as follows

1. Morals and Ethics

1.1 Learning outcome of Morals and Ethics

- (1) Know and understand the advertising and public relations ethics (○)
- (2) Practice base on the advertising and public relations ethics (○)
- (3) Responsible for the discipline punctuality honesty and responsibility on advertising and public relations self-practitioner moral and social ethics (○)
- (4) Respect on human rights and accept the public opinions (○)
- (5) Abide by moral-based in the term of privacy, social and public mind
- (6) Respect on the rule and regulation of organization and society (○)

1.2 Teaching strategy of Morals and Ethics

- (1) Explains by using moral and ethics in the class
- (2) Discipline punctuality is important according to the deadline and the honesty's activity and assignment
- (3) Assigns to participate in group working
- (4) Acts as a good moral model

1.3 Evaluation of Morals and Ethics

- (1) Discipline and readiness class participation, and join the faculty and university's activities
- (2) Integrate the knowledge in Communication Arts with other related science
- (3) Morals and ethics Behavior

2 Knowledge

2.1 Learning outcome of Knowledge

- (1) Know and understand about important concepts and theories of communication arts (○)

(2) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge field (○)

(3) Able to use the knowledge and communication arts skills to apply in job resolution (○)

(4) Know and has skills in communication arts research (○)

(5) Has a communication arts experience (○)

2.2 Teaching strategy of 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 field

(4) Set the project for organization practicing

2.3 Evaluation of Knowledge evaluate the learning effectiveness and the practice of the students in each assignment as:

(1) Sub-testing of each unit

(2) Midterm and final examination

(3) Report papers/ working plans/ project assignments

(4) Presentation

(5) Organization practice result's evaluation

3 Cognitive Skills

3.1 Learning outcome of Cognitive Skills

(1) Able to systematically analyze by using knowledge of communication arts and related fields as a base for the effectiveness in the field of communication (○)

(2) Use the wisdom creates knowledge of communication arts for self-development, society and community (●)

(3) Able to create and present on the problem's resolution by thinking of the frame of related theory and the reality experience field (○)

3.2 Teaching strategy of Cognitive Skills

(1) Set the learning activity and give the students' skills of thought and new technology

(2) Set the learning activity by focusing on the real experiences

(3) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments

3.3 Evaluation of Cognitive Skills

As above assignments and observe the students' practice, thought, new technological skills, and the creatively systematically problem resolution

4. Interpersonal Relationship Skills and Responsibility

4.1 Learning outcome of Interpersonal Relationship Skills and Responsibility

(1) Able to effectively communicate in the interpersonal and group communication

(2) Responsible for the individual and group report and assignments (●)

(3) Responsible for the learning development both continue on individual and job workplace (○)

(4) Able to adjust and teamwork with the colleague both the leader roles and group members in effectively (○)

(5) Able to use the knowledge in communication science to suitably lead the social issue (○)

(6) Behave and opinion acts on suitably role duty and responsibility mind

4.2 Teaching strategy of Interpersonal Relationship Skills and Responsibility

(1) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication

(2) Insert the content of responsibility, human relation and the organization culture

4.3 Evaluation of Interpersonal Relationship Skills and Responsibility

(1) Observing the students' behavior and act during group working

(2) Group presentations

(3) Group participation

(4) Responsibility of the assignments

(5) The classmates

5 Numerical analysis skills, communication skills and using IT

5.1 Learning outcome of Numerical analysis skills, communication skills and using IT

- (1) Able to effectively communicate both speaking and writing and select the suitable media for presentation (○)
- (2) Able to use the suitable information technology in communication arts job (●)
- (3) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research (○)
- (4) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively (○)

5.2 Teaching strategy of 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 the information technology, mathematic and statistic presentation

5.3 Evaluation of Numerical analysis skills, communication skills and using IT

Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report

Section 5 : Lesson and Evaluation Plan

| 1. Lesson Plan | | | | |
|----------------|---|-------|--|----------------------|
| Week | Topics/Details | Hours | Learning and teaching activities, teaching media <i>(if any)</i> | Instructor |
| 1 | <p>The orientation about the course</p> <ul style="list-style-type: none"> - Course outline / content - Teaching activities - Evaluation | 4 | <p>Activities : Lectures, discussions about examples of Public Relations for Business Tourism</p> <p>Media : PowerPoint</p> | Sariyapa Kantawan |
| 2 | <p>Chapter 1 Basic knowledge about media production for marketing communication</p> <ul style="list-style-type: none"> - Definition of media production - Definition of marketing communication - Role and importance of media for marketing promotion - Types of media for marketing communication - The role of media and marketing communication tools - SMCR communication model - Media with target groups | 4 | <p>Activities : Lectures, discussions about Basic knowledge about media production for marketing communication</p> <p>Media : PowerPoint, video clip</p> | Sariyapa Kantawan |
| 3 | <p>Chapter 2 Roles, importance and</p> | 4 | <p>Activities : Lectures, discussions about Roles,</p> | Sariyapa Kantawan |

| | | | | |
|---|---|---|---|----------------------|
| | <p>characteristics of each type of media for marketing communication</p> <ul style="list-style-type: none"> - Printing media - Radio - Television - Electronic media - Other media | | <p>importance and characteristics of each type of media for marketing communication</p> <p>Media : PowerPoint, online media</p> | |
| 4 | <p>Chapter 3 Media production planning</p> <ul style="list-style-type: none"> - Determination of purpose - Content selection - Media selection (method of presentation and equipment materials) - Division of labor - Production - Evaluation - Correction / improvement to develop work - Why-Who-What-How principle - 4M management principles - Practice in planning for media production | 4 | <p>Activities : Lectures, discussions about Media production planning</p> <p>Media : PowerPoint, online media</p> | Sariyapa Kantawan |
| 5 | <p>Chapter 4 The use of basic equipment related to media production for marketing communication</p> <ul style="list-style-type: none"> - Using the camera and accessories | 4 | <p>Activities : Lectures, discussions about The use of basic equipment related to media production for marketing communication</p> | Sariyapa Kantawan |

| | | | | |
|---|--|---|---|----------------------|
| | <ul style="list-style-type: none"> - Using video cameras and accessories - Use of gimbal devices with various types of cameras - Using the voice recorder - Using smartphones for marketing communications | | Media : PowerPoint, online media | |
| 6 | <p>Chapter 5 Using unmanned aircraft (drone) for high angle shooting</p> <ul style="list-style-type: none"> - Importance - various components - Assembly - Rules and regulations - Basic aviation techniques for aerial photography - Techniques for using special functions | 4 | <p>Activities : Lectures, discussions about Using unmanned aircraft (drone) for high angle shooting</p> <p>Media : PowerPoint, online media</p> | Sariyapa Kantawan |
| 7 | <p>Chapter 6 Online media production</p> <ul style="list-style-type: none"> - Role and importance of various types of online media - Website production process techniques - Facebook production techniques - Techniques for production of Instagram media - YouTube production techniques | 4 | <p>Activities : Lectures, discussions about Online media production</p> <p>Media : PowerPoint, online media</p> | Sariyapa Kantawan |

| | | | | |
|----------------------------|---|---|--|----------------------|
| 8 | <p>Chapter 7 Media production from the radio room</p> <ul style="list-style-type: none"> - The character importance <p>Using the radio room</p> <ul style="list-style-type: none"> - Step technique Radio program | 4 | <p>Activities : Lectures, discussions about Media production from the radio room</p> <p>Media : PowerPoint, exercises</p> | Sariyapa Kantawan |
| Midterm Examination | | | | |
| 9 | <p>Chapter 7 Media production from the radio room</p> <ul style="list-style-type: none"> - Writing Scripts Radio program | 4 | <p>Activities : Lectures, discussions about Media production from the radio room</p> <p>Media : PowerPoint, online media</p> | Sariyapa Kantawan |
| 10 | <p>Chapter 8 Video editing for marketing communication</p> <ul style="list-style-type: none"> - Role and importance of video editing - Editing process - Suggest editing programs - Raw materials and equipment used for editing - Techniques and menu usage in editing programs - Video editing | 4 | <p>Activities : Lectures, discussions about Video editing for marketing communication</p> <p>Media : PowerPoint, online media, mapping</p> | Sariyapa Kantawan |
| 11 | <p>Chapter 8 Video editing for marketing communication (continue)</p> <ul style="list-style-type: none"> - Video editing | 4 | <p>Activities : Lectures, discussions about Chapter 8 Video editing for marketing communication</p> | Sariyapa Kantawan |

| | | | | |
|----|---|----|---|-----------------------|
| | | | Media : PowerPoint, online media | |
| 12 | Chapter 9 Media production with Adobe InDesign - Role and importance of media production with Adobe in design - Productivity from using Adobe in design - Design of publications - Principles of media design - Using various menu in Adobe in design | 4 | Activities : Lectures, discussions about Media production with Adobe InDesign Media : PowerPoint, online media | Sariyapa Kantawan |
| 13 | Chapter 9 Media production with Adobe InDesign (continue) - Using various menu in Adobe in design | 4 | Activities : Lectures, discussions about Media production with Adobe InDesign Media : PowerPoint | Sariyapa Kantawan |
| 14 | Presentation Final Project | 4 | Activities : Discussions Media : PowerPoint | Sariyapa Kantawan |
| 15 | Review and summarize | 4 | Activities : Discussions Media : PowerPoint | Sariyapa Kantawans |
| 16 | Final Examination | | | |
| | Total | 60 | | |

2. Learning Outcome Evaluation Plan

| Learning Outcome* | Evaluation Activity | Evaluate week | Weight |
|----------------------------|---------------------------------------|-----------------|--------|
| 2.1(1) | - Midterm Examination | 8 | 20% |
| 3.1(1) | - Final Examination | 16 | 30% |
| 4.1(2) | Attendance and participation in class | All of semester | 10% |
| 1.1(4) | - Group Projects | All of semester | 20% |
| 2.1(1) | - Individual reports | | 20% |
| 3.1(1) | | | |
| 4.1(2) | | | |
| 5.1(2) | | | |
| Evaluation criteria | | | |
| Interval Criteria | | Grade | |
| 80 – 100 | | A | |
| 75 – 79 | | B+ | |
| 70 – 74 | | B | |
| 65 – 69 | | C+ | |
| 60 – 64 | | C | |
| 55 – 59 | | D+ | |
| 50 – 54 | | D | |
| 00 – 49 | | F | |

Section 6 : Teaching/Learning Resources

1. Documents and the main texts

Sariyapa Kantawan. (2021). **Media Production for Marketing Communication**. Chanthaburi : Rambhai Barni Rajabhat University.

2. Documents and important information

David Hesmondhalgh. (2005). **Media Production**. United Kingdom: Open University Press.

Kindem PhD, Gorham.(2009). **Introduction to Media Production**, Fourth Edition: The Path to Digital Media Production 4th Edition. North Carolina : Focal Press

Amanda Willett.(2013). **Media Production A Practical Guide to Radio&TV**.

London:Taylor&Francis Group.

Mark Deuze, Mirjam Prenger (eds).(2019) **Making Media Production, Practices, and Professions**(ebook). University of Amsterdam: Amsterdam

S H H KAZMI (2013). **Consumer Behaviour & Marketing Communication**(ebook). new delhi ; Excel Books.

3. Suggested readings and other resources

| | | |
|---------|----------------------------|--|
| Website | Positioning | www.positioningmag.com |
| | Marketeer | www.marketeer.co.th |
| | Marketing Oops! | www.marketingoops.com |
| | Brand Buffet | www.brandbuffet.in.th |
| | การท่องเที่ยวแห่งประเทศไทย | www.thai.tourismthailand.org |
| | กรมการท่องเที่ยว | www.tourism.go.th |

Section 7 : Course Evaluation and Improvement

1. Strategy of the effectiveness of the course by students

1.1 Students evaluate the effectiveness of the course

- (1) The teaching methods of instructor
- (2) The activities in the classroom and outside the classroom
- (3) Teaching support effects on learning and 5 aspects of learning outcomes
- (4) The suggestion to improve the courses by the university network

1.2 Instructor evaluates students' learning behaviors

- (1) Observation of group discussion between instructor and students
- (2) Observation of students' behaviors

1.3 Evaluation of teaching and course

- (1) Assessment of teaching and assessment reports, documents
- (2) Assessment course, document and report the results of the assessment

1.4 Web suggestions that the instructor has established channels of communication with students

The evidence that will be used to evaluate based on TQF 5 such as line, Facebook, instructor room, E-mail, REG etc.

2. Teaching evaluation strategies

2.1 Student-centered teaching

- A description of the main content and encourage students to explore or understand the details by their self, and/or practice along with instructions

2.2 Teaching about principles, theories and rules

- To experiment with actual practice and use the tools manually by teaching content/activity evident that promote virtue. We aim to make the learners the skills to learn, presentation and discussion on using information technology to communicate with other people

2.3 A measurement and evaluation in teaching

- Determining how Grading. The standards-based, or based on criteria
- Observations by instructors from students who asking for advice

3. The improvement of teaching

3.1 After Teaching evaluation in no. 2, there is a teaching improvement by brainstorming and find more information to improve teaching as follows:

- **Program** Requiring instructor to review and improve strategies and methods taught by the results of evaluation in each subject, and prepare a report on the implementation of the course (TQF 5), according to the Office of the Higher Education Commission sets that it must conduct every semester (30 days/semesters)

- **Program** Encourages lecturer to develop academic skills and/or professional skills at least once a year

- **Program and faculties** Meetings/seminars with instructor to discuss the learning difficulties of students and how to improve/modify or develop even further

4. The verification standard of achievement of the students in the course

During the process of teaching has a verification of achievement in the subject. As expected, from learning in the course of 5 aspects by asking students or random check student work, including the tests as follows

4.1 The Committee's verification. To check the results, "Learning Outcome
By checking the learning and teaching process such as TQF 3, the content and teaching media, including documents and textbooks that are used in teaching (as noted in section 6 no. 1)

4.2 Check test, check report (work by the black spot) and how to test scores, the behavior scores, and scoring. Measurement and evaluation of the course requirements as set. The results from the tests or the midterm examination, advising on academic classes

4.3 Verification of the course. Has verified achievement Learning Course
(random 25%) as follows:

(1) **Verification score.** Random check work of students by the verification standard of achievement

(2) **The questionnaire/interview students** to consider the learning course by the standard verification Committee to examine outcomes assessments "5 aspects of learning outcomes" and student behaviors

5. Review and planning to improve the effectiveness of teaching

From the results of the assessment and verification of effectiveness **outcomes** by Program/branch is planned to update the strategy and integrate the content of the course (TQF 3). To achieve greater quality as follows:

5.1 Improving the teaching strategies and the integration of the courses every semester/year, or according to the suggestion, and examined in detail the standard achievement of students learning according to topic 4

5.2 The invited speakers / instructors other states, to join other teaching to acquire the knowledge, or with a view to increasing the application of knowledge or experience with issues of research/lecturer's experience

Lecturer

.....
(Sariyapa Kantawan)

31 May 2021

Responsible Instructor

.....
(Tommy Jensen)

31 May 2021