

Course Report

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

Section 1 : General Information

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| 1.Course code and Title | Course code 8313001 Consumer Behavior for Marketing Communication |
| 2. Credits | 3(3-0-6) |
| 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 131 Rambhai Barni Rajabhat University |
| 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 Relationship of consumer marketing and marketing communication (ความสัมพันธ์ของการตลาด ผู้บริโภค และการสื่อสารการตลาด) | 4 | 4 | N/A |
| Chapter 2 Consumer behavior and decision-making process (พฤติกรรมผู้บริโภคและกระบวนการตัดสินใจ) | 8 | 8 | N/A |
| Chapter 3 New marketing concepts and changing consumer behavior (แนวคิดการตลาดยุคใหม่และพฤติกรรมผู้บริโภคที่เปลี่ยนแปลง) | 8 | 8 | N/A |
| Chapter 4 Overview of marketing communications (ภาพรวมของการสื่อสารการตลาด) | 8 | 8 | N/A |
| Chapter 5 Target grouping according to consumer behavior principles (การแบ่งกลุ่มเป้าหมายตามหลักพฤติกรรมของผู้บริโภค) | 4 | 4 | N/A |
| Chapter 6 Marketing communication planning process | 4 | 4 | N/A |

| Topics | Planned Hours | Teaching Hours | Specify the reasons if it is different from the plan by more than 25% |
|--|---------------|----------------|---|
| (กระบวนการวางแผนการสื่อสารการตลาด) | | | |
| Chapter 7 Tools for marketing communication and major media in communication (เครื่องมือเพื่อการสื่อสารการตลาดและสื่อหลักในทางนิเทศศาสตร์) | 4 | 4 | N/A |
| Chapter 8 Media planning strategies for marketing communication (กลยุทธ์ในการวางแผนสื่อเพื่อการสื่อสารการตลาด) | 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 | <p>(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.</p> <p>(2) Discipline punctuality is important according to the deadline and the honesty's activity and assignment.</p> <p>(3) Assigns to participated in public relations working</p> <p>(4) 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 | |
| 2. Knowledge | <p>(1) Set the learning by following the course description, which focused on the knowledge and work skill integration.</p> <p>(2) Set the learning by synchronizing the reality situation applied to the theory.</p> <p>(3) Set the special lecture by the keynote speakers who specialized in public relations.</p> <p>(4) Set the project for organization practicing.</p> | ✓ | | N/A |
| 3. Cognitive Skills (Wisdom) | <p>(1) Set the learning activity and give the students' skills of thought and new technology.</p> <p>(2) Set the learning activity by focusing on the reality experience.</p> <p>(3) 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 | |
| 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 | 0 | 0.00 |
| B+ | 1 | 14.29 |
| B | 1 | 14.29 |
| C+ | 2 | 28.57 |
| C | 0 | 0.00 |
| D+ | 1 | 14.29 |
| D | 1 | 14.29 |
| 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 | <p>1. Ethics and Moral</p> <p>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 81.15 percent.</p> <p>2. Knowledge</p> <p>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 Representing 83.36 percent.</p> <p>3. Cognitive Skills</p> <p>The results assessment of Cognitive Skills found that students can think systematically. By using the knowledge of the communication arts and related</p> |

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| | <p>professions by using experience as a base for the effectiveness of communication At a high level Accounting for 82.54 percent.</p> <p>4. Interpersonal Skills and Responsibility</p> <p>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 80.32 percent.</p> <p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>The results assessment of Numerical Analysis, Communication and Information Technology Skills found that Students can communicate effectively both verbally and in writing. As well as choosing the right format for the presentation media At a high level Accounting for 83.13 percent.</p> |
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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

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| 1.Course evaluation results by students (<i>Document Attached</i>) | |
| 1.1 Key issues from student evaluation results (online evaluation) Average teaching evaluation results group 1 in the course was 4.31, representing 86.20% | |
| 1.2 The instructor's opinion on the issues raised in 1.1 - Agreed with the student evaluation 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

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| 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 | Next semester | Lecturer |

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| skills. Encourage learning. | | |
| 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

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(Mr.Mwangati Whenda-Bhose NG oli)

28 November 2019