

**Course Specification**

| | |
|-----------------------------|--------------------------------|
| University | Siam University |
| Faculty / Department | International Business Program |

1. General Information of Course Outline

| | |
|---|--|
| 1. Course Code and Course Name | International Marketing IBM 411 |
| 2. Credit (Lecture hour – Lab. Hour – Self Study) | 2 Credit Hours 2(2-0-4) |
| 3. Academic Curriculum | |
| 3.1 Curriculum name | International Business |
| 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective) | |
| 4. Coordinated Lecturer and Lecturer | |
| 4.1 Coordinated Lecturer | |
| 4.2 Lecturer | David Seale |
| 5. Semester / Year | 2nd Semester / 2011 |
| 6. Pre-requisites | Principles of Marketing |
| 7. Co-requisites | None |
| 8. Place of Study | Room 2-205 |
| 9. Date of Last time the Course Specification were Revised | 13/10/11 |

2. Purpose and Objection

| |
|---|
| 1. Subject Purpose Gain greater knowledge and understanding of the International Marketing. |
| 2. Objective of Subject Revision |

3. Implementation and Procedures

| | | | |
|--|----------------------------|---|--------------------------------|
| 1. Course Description To understand the implications of International Marketing. To gain opinions of the needs for international marketing | | | |
| 2. Periods Per Semester | | | |
| Lecture 30 | Tuition 0 | Laboratory / Field trip / Training 0 | Self Study 60 |
| 3. Period of Consultant per week 2 periods | | | |
| | | | |

4. Development of Learning Skills

| |
|---|
| 1. Ethics 1.1 Ethics Development No copying or cheating in exams Respecting class mates and instructor |
|---|

| |
|---|
| 1.2 Teaching Method Use textbook : International Marketing By David Seale 1.3 Evaluation Method Attitude, Attendance and exam. |
|---|

| |
|--|
| 2. Knowledge Skill 2.1 Expected Knowledge Meet all class objectives |
| 2.2 Teaching Method Class Lecture (Verbal Presentation) Questions and Answers |
| 2.3 Evaluation Method Midterm and Final Examination |
| 3. Wisdom Skill 3.1 Required Intelligence Skill Development Ability to discuss or make assessments about marketing 3.2 Teaching Method Class participation. |

| |
|---|
| Homework project and assignment. 3.3 Evaluation Method Assignment – Essay grading score. Class involvement Midterm and Final Examination |
| 4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development Punctuality |

| |
|---|
| 4.2 Teaching Method Set rules on class participation. Set deadline for homework essays. |
| 4.3 Evaluation Method Question and answers |
| 5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development |
| 5.2 Teaching Method |
| 5.3 Evaluation Method |

5. Lesson Plan and Evaluation

| 1. Lesson plan | | | | |
|----------------|---------------------------------|--------------|---|----------|
| week | Content Description | Study Period | Learning Activities and Teaching aids media | Lecturer |
| 1. | Introduction | | Answers and questions | |
| 2. | Chapter 1 | | Answers and questions | |
| 3. | Chapter 2 | | Answers and questions | |
| 4. | Chapter 3 & 4 | | Answers and questions | |
| 5. | Chapter 5 | | Answers and questions | |
| 6. | King's Birthday (Chapter 6) | | Answers and questions | |
| 7. | Constitution Day (Revision day) | | Answers and questions | |
| 8. | MIDTERM EXAMINATION | | Answers and questions | |
| 9. | Chapter 7 | | Answers and questions | |
| 10. | Chapter 8 | | Answers and questions | |
| 11. | Chapter 9 | | Answers and questions | |
| 12. | Chapter 10 | | Answers and questions | |
| 13. | Chapter 11 | | Answers and questions | |
| 14. | Chapter 12 | | Answers and questions | |

| | | | | |
|-----|-------------------------|--|-----------------------|--|
| 15. | Chapter 13 | | Answers and questions | |
| 16. | Examination Prep | | Answers and questions | |
| 17. | Final examination | | Answers and questions | |

| 2. Learning Evaluation Plan | | | |
|--|--------------------------|---------------------------|-----------------------------|
| Learning Skill | Evaluation Method | Week of Evaluation | Evaluation Score (%) |
| Participation Speaking Test. Listening Test. | Lecturer | | 30 |
| Mid-Term | Lecturer | | 30 |
| Final Exam | Lecturer | | 40 |

6. Learning Resources

| |
|---|
| 1. Course Materials Textbook Library Data Base |
| 2. Important Textbooks and References Core Book designed for students needs |
| 3. Recommended Textbooks and References Book supplied by lecturer. |

7. Course Evaluation and Development

| |
|---|
| 1. Course Evaluation by Students To prepare students to cope and understanding the implications concerning external factors outside their own cultural and ethical environment. |
| 2. Teaching Evaluation |

| |
|---|
| Conduct class of participation all students. |
| 3. Teaching Development Have reviewed many time and update as and when necessary. |
| 4. Subject verification of Student Achievement Continuous assessment. Class involvement Examinations. |
| 5. Revision and Development of Course Effectiveness Review and update as and when necessary. |

.....

Course Coordinator
(.....)
Date

.....

Curriculum Coordinator
(.....)
Date