College of Hospitality Industry Management

TQF.5 Course Report

Course Code :   HIM 2303

Course Title :   Marketing for Hotel Business

Credits :   3 (3-0-6)

Semester /Academic Year : 1/2021

Students :   Bachelor of Arts Program in Hotel Management
(Hotel Major)

Lecturer(s) :   Dr.Nuntana Ladplee

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: Nakhon Pathom Campus, College of Hospitality Industry Management, International Program

Section 1: General Information

1. Course Code and Title :

HIM 2303 : Marketing for Hotel Business

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Hotel Management (Hotel Major)

Sections: Friday 09.00-12.00   **Room No**. 303

4. Semester and Academic Year

Semester 1 , Academic Year 2021 (2564)

5. Venue

 College of Hospitality Industry Management, International Program,
 Nakhon Pathom Campus, Suan Sunandha Rajabhat University

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Introduction Explanation of course syllabus	3	3	None
Chapter 1 Principles of marketing and marketing activities	3	3	None
Chapter 2 : Service Marketing Mix "Product"	3	3	None
Chapter 3 : Service Marketing Mix "Place"	3	3	None
Chapter 4 : Service Marketing Mix "Promotion"	3	3	None
Chapter 5 : Service Marketing Mix "Price"	3	3	None
Chapter 6 : Service Marketing Mix "People"	3	3	None
Midterm Examination	3	3	None
Chapter 7 : Service Marketing Mix "Physical Evidence"	3	3	None
Chapter 8 : Service Marketing Mix "Process"	3	3	None
Individual presentation	3	3	None
Group presentation	3	3	None
Marketing Plan Workshop	9	9	None
Marketing Plan Submission	3	3	None
Final Examination	3	3	None
Total	**48**	**48**	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Domains of Learning outcomes	Teaching methodology and activities in class	Efficiency		Setback during teaching and Suggestions
		Yes	No	
1.Ethics and Morals 1.1 To have ethical behavior (personal responsibility and corporate responsibility) and moral reasoning 1.2 To maintain punctuality	-Students' participation in answering questions, analyzing and discussion problems in class. -Assess from student attendance in class, student behavior and hand in work assigned on time	√		Some students have a habit of plagiarism when doing the individual assignment. Therefore, lecturer needs to explain about the form of plagiarism, consequences, and how to avoid it.
2.Knowledge 2.1 To analyze the case studies by implementing the decoration and tools 2.2 To determine evidence of creative thinking 2.3 To develop problem solving and decision making skills	- Lecture use visual tools to help students understand more - Group discussion about relevant case studies - Self study by using internet or e-learning	√		Some students have limited ability to communicate in English. Thus, lecturer needs to explain some terms by using easier words.
3.Cognitive Skills 3.1 To use thought process in problem solving such as comprehension, reasoning, interpreting, analyzing and synthesizing	Individual activities sheets	√		Students need more practice in English writing skills and assign case study to analyse
4. Interpersonal Skills and Responsibilities 4.1 To examine the roles of interpersonal skills and responsibility as an aspect of work ethic	-Group discussion -Students evaluate their interpersonal skills and group responsibilities	√		Some students are so shy to speak English when discuss case study in-group. Thus, lecturer needs to encourage them to speak English.

5.Numerical Analysis, Communication and Information Technology Skills 5.1 To analyze the data, formulate cause and effect relationships and demonstrate critical thinking skill in order to make informed decisions.	-Lecture by using data and information and explain to students -Students present their group projects by using multi-media -Students use information technology to search data and information on internet	√		Most students use only power point to present their projects. Therefore, lecturer needs to encourage students to use other types of multi-media and technologies.

4. Suggestions for Improving Teaching Methods

Students may require to have more self-practices how to solve problems by using more hotel case studies and analyzing hotel situations. This will lead them develop problem-based learning.

Section 3: A Summary of Teaching and Learning Result

1. **Number of students registered for the course:** 7 students
2. **Number of students at the end of the semester: 7** students
3. **Number of students who withdrew from the course: -**
4. **Distribution of scores level (grade)**

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	0	0.00
82 – 85	A-	1	14.29
78 – 81	B+	1	14.29
74 – 77	B	2	28.57
70 – 73	B-	0	0.00
66 – 69	C+	1	14.29
62 – 65	C	0	0.00
58 – 61	C-	1	14.29
54 – 57	D+	0	0.00
50 – 53	D	0	0.00
46 – 49	D-	0	0.00
0 – 45	F	0	0.00
	I	1	14.29
	W	-	-

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
7.1 Quantitative Assessment Standards "Validity" Assessment of a student's knowledge and skills usually results in an empirical 'indicant' i.e. a number (mark) or a grade that represents the knowledge and skills being assessed. Validity refers to the extent to which the indicant measures what it claims to measure. Also, designing assessments is critical which allow students to demonstrate their achievement of the learning outcomes.	- Students' achievements can be properly measured by using this method.
7.2 Project Projects are an extended piece of work involving inquiry based activities. Some project may by small or large, undertaken by individuals or in groups and have outcomes such as a report, design, art work, working product. In addition, describing the task and its requirements clearly in writing. Allowing time in class for discussion and clarification is also needed. It must provide clear criteria for assessment when the task is set.	- Students' achievements can be properly measured by using this method.
7.3 Presentation Presentations are usually made orally to a class on a prepared topic and may include the use of presentation aids such as PowerPoint, handouts or audiovisuals. This assessment is undertaken individually or as a group. Presentations take different forms such as role plays, facilitating group activities, debating, presenting a product, question and answer time, and formal speeches.	- Students' achievements can be properly measured by using this method.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	**Impacts on students' learning :** None
Learning Resources Problems: None	**Impacts on students' learning :** None

2. Administration and organization

Problems from administration None	**Impacts on students' learning** None
Problems from organization None	**Impacts on students' learning** None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students
None

1.2 Faculty members' opinions on the comments in 1.1
None

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods
None

2.2 Faculty members' opinions on the comments in 2.1
None

Section 6 : Improvement Plan

1. **Progress of teaching and learning improvement recommended in the previous Course Report**

Improvement plan proposed in Semester 1 Academic year 2020 To make the assignment more enjoyable, the products can be selected by students to promote because they will be enthusiastic for marketing their own products.	Results of the plan implementation *(In case no action was taken nor completed, reasons must be provided.)* One week of online class, the students selected one product in their own room to do activity together in the online session. This applied active learning in the online session as well.

2. Other improvements (None)

3. Suggestions for improvement for Next Semester 1 Academic year 2022

Suggestions	Time Frame	Responsible person
Online teaching materials available worldwide for academic purposes will be used in some weeks, if there is any professional VDO materials from well-known scholars to legally access. This helps the lecturer saving time producing the same contents despite of professional VDO teaching materials available online to access legally.	During Semester 1/2022	Aj.Nuntana Ladplee

4. **Suggestions of faculty member(s) responsible for the course** (None)

Responsible Faculty Member/Coordinator: Aj.Nuntana Ladplee

Signature   Submission Date 20th December 2021

Chairperson/Program Director: …………………………………..……

Signature... Receipt Date ....