



Program: Travel and Service Business Entrepreneurship  
Course title: Restaurant Marketing and Branding Strategies  
Course code: ICTB334

Academic degree level: Bachelor  
Faculty / College / Institute: MUIC  
Department: Tourism and Hospitality Division

## TQF 3 COURSE SPECIFICATION

### SECTION 1: GENERAL INFORMATION

#### 1. Course Code and Title

In Thai	ICTB 334 กลยุทธ์การตลาดและการสร้างแบรนด์ในธุรกิจร้านอาหาร
In English	ICTB334 Restaurant Marketing and Branding Strategies

2. Number of Credits 4 (4-0-8)

#### 3. Curriculum and Course Type

3.1 Curriculum	Undergraduate Degree (International Program)
3.2 Course Type	Major Elective - Food & Restaurant Management Module

#### 4. Course Coordinator and Lecturer

4.1 Course Responsible Lecturer Boontip Boonbumroongsuk, Ph.D.  
Tourism and Hospitality Management Division  
Email: [boontip.muic@gmail.com](mailto:boontip.muic@gmail.com)  
Office Hours: Mondays, 1400hrs - 1800hrs

#### 5. Trimester/Class Level

5.1 Trimester	T2/2022-2023
5.2 Number of Students Allowed	40 Students

6. Pre-requisite -

7. Co-requisites -

8. Study Site Location  
On-Site Classes: Room A246  
Online Learning Platform: Cisco WebEx Meetings

9. Date of Preparation/Latest Revision of the Course Specifications 5<sup>th</sup> January 2023



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## SECTION 2: AIMS AND OBJECTIVES

### 1. Course Goals

The purpose of this course is to introduce students to various forms of restaurant business and the major elements of marketing and branding strategies. Students will be able to apply the knowledge and skills learned in implementing marketing and branding strategies to develop plans for restaurant operations.

### 2. Objectives of Course Development/Revision

#### 2.1. Course Objectives

The students can discuss and apply knowledge of marketing and branding strategies to manage various forms of restaurant business. The students will be equipped with managerial and entrepreneurial knowledge as well as their ethical practices, and provide relevant solutions within restaurant businesses. Further, the students can demonstrate an ability to effectively work with team members and be able to communicate marketing and branding strategies.

#### 2.2. Course-level Learning Outcomes: CLOs

On completion of the course, the students will be able to 4 (CLOs):

- 1) CLO1 Discuss marketing and branding strategies for various kinds of restaurant businesses
- 2) CLO2 Apply marketing and branding strategies to complement specific restaurant concepts
- 3) CLO3 Demonstrate the ability in working and interacting with team members
- 4) CLO4 Demonstrate the ability in communicating the knowledge and skills learned in writing



## SECTION 3: COURSE DESCRIPTION AND IMPLEMENTATION

### 1. Course Description

(Thai) อธิบายรูปแบบต่างๆ ของธุรกิจร้านอาหาร ข้อดีและข้อเสียในแต่ละรูปแบบของธุรกิจร้านอาหาร ทำความเข้าใจองค์ประกอบหลักของกลยุทธ์การตลาดและการสร้างแบรนด์ การกำหนดแนวคิดของการสร้างแบรนด์และคุณค่าในด้านการตลาดและการส่งเสริมการขาย พิจารณาความสัมพันธ์ระหว่างการส่งเสริมการขายและกลยุทธ์การตลาด วางแผนและดำเนินกลยุทธ์ในการตลาดและการสร้างแบรนด์สำหรับธุรกิจร้านอาหาร

(English) Describing the various forms of the restaurant business; discussing about advantages and disadvantages of each form of business; understanding the major elements of marketing and branding strategies; defining the concept of branding and its value in marketing and promotions; examining the relationship between the sales promotion and the marketing program; planning and implementing marketing and branding program for a specific restaurant operation

### 2. Number of hours per trimester

Theory (hours)	Practice (hours)	Self-study (hours)
48	0	96

### 3. Number of Hours per Week for Individual Advice

4 hours (Mondays, 1400hrs - 1800hrs)



## SECTION 4: DEVELOPMENT OF THE EXPECTED LEARNING OUTCOMES

### 1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

On completion of the course, students will be able to:

- 1) CLO1 Discuss marketing and branding strategies for various kinds of restaurant businesses
- 2) CLO2 Apply marketing and branding strategies to complement specific restaurant concepts
- 3) CLO3 Demonstrate the ability in working and interacting with team members
- 4) CLO4 Demonstrate the ability in communicating the knowledge and skills learned in writing

### 2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

CLOs	Teaching and learning experience management					Learning outcomes measurements				
	Interactive Lectures	Case Studies	Group Discussions	Project-based Learning	Individual Analysis	MCQ	Individual Quiz	Group Project	Participation	Peer/Self Evaluation
CLO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CLO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CLO3			✓	✓				✓		✓
CLO4				✓	✓		✓	✓		



## SECTION 5: LESSON PLAN AND EVALUATION

### 1. Lesson Plan

\*For the most updated version of the Lesson Plan, please refer to the link provided on MUIC E-Learning

Week	Topic/Details	Hours	Teaching Activities/ Media	Textbook Chapter
1	Course Introduction & Topic 1: Introduction to Restaurants, Marketing, and Branding	4	Interactive Lecture	Walker (2021) Chapter 1 & 2
2	Project Work Briefing & Topic 2: Restaurant Concepts and Business Plan	4	Interactive Lecture	Walker (2021) Chapter 3 & 15
3	Topic 3: The Marketing Mix and its Evolution & Restaurant Concept Development Consultation	4	Interactive Lecture & Discussion	Walker (2021) Chapter 15 Kotler, Armstrong, Opresnik (2020) Chapter 2
4	Presentation 1: The Restaurant Concept (10%); Group 1 - 6	4	Presentation	-
5	Topic 4: Marketing Environment and Consumer Behavior	4	Interactive Lecture	Kotler, Armstrong, Opresnik (2020) Chapter 3 & 5
6	Topic 5: Value Creation for Target Customers [Product]	4	Interactive Lecture	Kotler, Armstrong, Opresnik (2020) Chapter 7, 8 & 9
7	Topic 6: Capturing Customer Value [Price] Topic 7: Marketing Channels [Place]	4	Interactive Lecture	Kotler, Armstrong, Opresnik (2020) Chapter 10 & 12
8	Topic 8: Marketing Communications Strategies [Promotion]	4	Interactive Lecture	Kotler, Armstrong, Opresnik (2020) Chapter 14, 15, 16 & 17
9	Topic 9: Creating Competitive Advantage & Case Study Exercise No.1 (15%)	4	Interactive Lecture, Discussion, and Quiz	Kotler, Armstrong, Opresnik (2020) Chapter 18



Week	Topic/Details	Hours	Teaching Activities/ Media	Textbook Chapter
10	Topic 10: The Global Marketplace and Sustainable Marketing & Case Study Exercise No.2 (15%)	4	Interactive Lecture, Discussion, and Quiz	Kotler, Armstrong, Opresnik (2020) Chapter 19 & 20
11	Presentation 2: Restaurant Branding and Marketing Strategies (20%); Group 1 - 3	4	Presentation	-
12	Presentation 2: Restaurant Branding and Marketing Strategies (20%); Group 4 - 6	4	Presentation	-

## 2. Plan for Assessment of Expected Course-Level Learning Outcomes (CLOs)

### 2.1 Measurement and Evaluation of learning achievement

#### A. Formative Assessment

Student learning is monitored throughout the course by providing ongoing feedback to improve learning. Students will be provided the score feedback of their assignments, quizzes, and group project in order to help students identify their strengths and weaknesses and target areas that need work.

#### B. Summative Assessment

##### (1) Tool and weight for measurement and evaluation

Methods/ Activities	Description	CLO	Week	Percentage
Individual Quizzes (Case Study Exercise)	Students are assessed on their understanding and application of the course via MCQ and open-ended questions based on case studies.	1, 2 & 3	9 - 10	30%
Group Project	Students submit a full report of the group project they conducted, present, and answer critical questions about their group project.	1, 2, 3 & 4	4 - 12	55%
Participation	Students participate in class activities and/or in project presentations by class mates.	1 & 2	1 - 12	5%
Peer/Self Evaluation	Students reflect on self and team members' performance in completing the group project.	3	11 - 12	10%
<b>Total</b>				<b>100%</b>



## (2) Measurement and evaluation

Grade	Achievement	Final Score (% Range)	GPA
A	Excellent	90-100	4.0
B+	Very good	85-89	3.5
B	Good	80-84	3.0
C+	Fairly good	75-79	2.5
C	Fair	70-74	2.0
D+	Poor	65-69	1.5
D	Very poor	60-64	1.0
F	Fail	Less than 60	0.0

### 3. Students' Appeal

Following MUIC appeal procedures.

## SECTION 6 TEACHING RESOURCES

### 1. Required Texts

- 1) Kotler, P., Armstrong, G., Opresnik, M. O. (2020). *Principles of Marketing* (18<sup>th</sup> ed.). Pearson Education.
- 2) Walker, J. R. (2021). *The Restaurant: from Concept to Operation* (9<sup>th</sup> ed.). John Wiley & Sons.

### 2. Other Resources (will be informed in class)



## **SECTION 7 EVALUATION AND IMPROVEMENT OF COURSE IMPLEMENTATION**

### **1. Strategy for Course Effectiveness Evaluation by Students**

- Lecturer's ability to explain concepts and content of the course
- Lecturer's ability to gain class participation from students
- Student evaluation
- Students' successful completion of the course

### **2. Strategy for Teaching Evaluation**

- Student feedback
- Students' class participation

### **3. Teaching Improvement**

- Keep getting feedback from students
- Self-observation in class

### **4. Verification of Standard of Learning Outcome for the Course**

- Participation in class and group discussions
- Assignments
- Presentations
- Quizzes

### **5. Revision Process and Improvement Plan for Course Effectiveness**

- Sharing and discuss among lecturer within and outside the college
- Follow up with the business trend from industry
- Update sources of information in order to seek new ideas and adjust the course





## APPENDIX

### Relations between the course and the program

**Table 1** Relations between the course and the PLOs

Restaurant Marketing and Branding Strategies	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB334		✓	✓	✓	✓	

**Table 2** Relations between CLOs and PLOs

ICTB334	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1 Discuss marketing and branding strategies for various kinds of restaurant businesses		2.1				
CLO2 Apply marketing and branding strategies to complement specific restaurant concepts			3.2			
CLO3 Demonstrate the ability in working and interacting with team members				4.3		
CLO4 Demonstrate the ability in communicating the knowledge and skills learned in writing					5.1	

**Table 3** PLOs and Sub PLOs that the course is responsible for

PLOs	Sub PLOs
PLO2 Illustrate managerial and entrepreneurial knowledge and practices in the selected travel and service business industries	2.1 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the travel and related service businesses
PLO3 Apply ethical and professional standard in the selected travel and service business industries	3.2 Demonstrate good discipline at work, an ability to develop and update oneself continuously
PLO4 Demonstrate good teamwork and express appropriate roles in the team working environment	4.3 Demonstrate and ability to use effectively work with team members, be culturally aware, and assist work colleagues in solving problems
PLO5 Apply a high level of communication standard for any project related to the travel and service businesses	5.1 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages and be able to construct ideas and deliver message clearly