

Program of Study
Bangkok University International
Bachelor of Business Administration Program in Marketing (International Program)
Academic Year 2027

First Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE014	Aesthetics and Well-being for Life	3	3		
IEN106	The Art of Writing	3	3		
IMK150	Business Fundamentals	3	3		
IMK154	Fundamentals of Economics	3	3		
		15	15		

First Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE012	Citizenship in Society and International Community	3	3	3	3
IGE013	Technology and Innovation for the Future	3	3	3	3
IEN108	Persuasive Presentation	3	3	3	3
IMK151	Essentials of Marketing	3	3	3	3
IMK152	Essentials of Management	3	3	3	3
IMK153	Fundamental of Accounting	3	3	3	3
IMK150	Business Fundamentals			3	3
		18	18	21	21

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Second Year First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	3	3
IEN107	Critical Reading and Writing	3	3	3	3
IMK200	Technologies for Marketing	3	3	3	3
IMK250	Human Resource and Leadership Management	3	3	3	3
IMK252	Corporate Finance	3	3		
IMK257	Consumer Psychology and Behavior	3	3	3	3
IGE011	Thinking Skills for Lifelong Learning			3	3
IGE014	Aesthetics and Well-being for Life			3	3
		18	18	21	21

Second Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK251	Organizational and Multicultural Adaption in Business	3	3	3	3
IMK254	Business Law and Taxation	3	3	3	3
IMK255	Operations Management	3	3	3	3
IMK256	Global Marketing	3	3	3	3
IMK201	Statistics for Marketing	3	3	3	3
IMK350	Branding and Innovative Product Development	3	3	3	3
IEN106	The Art of Writing			3	3
		18	18	21	21

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Third Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK253	Managerial Accounting for Business Management	3	3	3	3
IMK300	Data Driven for Marketing	3	3	3	3
IMK351	Logistics and Distributions Management	3	3	3	3
IMK352	Promotional Mix Strategies	3	3	3	3
IMK354	Services Marketing and Customer Experiences	3	3	3	3
IMK401	Application for Database Marketing (Major Elective 1)	3	3	3	
ICO301	Pre-Cooperative Education (Major Elective 6)		3		3
IMK154	Fundamentals of Economics			3	3
		18	21	21	21

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK353	Pricing Strategy in Marketing	3	3	3	3
IMK355	Marketing in Digital Era	3	3	3	3
IMK302	Consumer and Market Analytics	3	3	3	3
IMK403	Modern Tools for Searching (Major Elective 2)	3	3	3	3
IMK467	Web3 and Decentralized Marketing (Major Elective 3)	3		3	
XXXXXX	Free Elective 1	3		3	
IMK450	Corporate Ethics for Marketing		3		3
IMK452	Professional Self-Development		3		3
IMK401	Application for Database Marketing (Major Elective 1)				3
		18	18	18	21

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Fourth Year First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK356	Seminar in Marketing and Trends	3	3	3	3
IMK451	Project Marketing Management	3	3	3	3
IMK467	Web3 and Decentralized Marketing (Major Elective 3)		3		3
IMK473	Psychology and Neuro Marketing (Major Elective 4)	3		3	
IMK474	Speciality Product Marketing (Major Elective 5)	3		3	
XXXXXX	Free Elective 1		3		3
XXXXXX	Free Elective 2		3		3
IMK252	Corporate Finance			3	3
		12	15	15	18

Fourth Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK450	Corporate Ethics for Marketing	3		3	
IMK452	Professional Self-Development	3		3	
IMK476	Sustainable Business and Marketing (Major Elective 6)	3		3	
XXXXXX	Free Elective 2	3		3	
IMK430	Cooperative Education (Major Elective 4,5)		6		6
		12	6	12	6