

Bachelor of Business Administration Program in Marketing (International Program)

Degree Plan

Regular Track and Cooperative Education Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	99 credits
Core Courses	36 credits
Major Requirements	45 credits
Major Electives	18 credits
Free Electives	6 credits
Total	<u>129</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (99 credits)

Core Courses (36 credits)

IMK150	Business Fundamentals	3
IMK151	Essentials of Marketing	3
IMK152	Essentials of Management	3
IMK153	Fundamental of Accounting	3
IMK154	Fundamentals of Economics	3
IMK250	Human Resource and Leadership Management	3
IMK251	Organizational and Multicultural Adaption in Business	3
IMK252	Corporate Finance	3
IMK253	Managerial Accounting for Business Management	3
IMK254	Business Law and Taxation	3
IMK255	Operations Management	3
IMK256	Global Marketing	3

Major Requirements (45 credits)

IMK200	Technologies for Marketing	3
IMK201	Statistics for Marketing	3
IMK257	Consumer Psychology and Behavior	3
IMK300	Data Driven for Marketing	3
IMK302	Consumer and Market Analytics	3
IMK350	Branding and Innovative Product Development	3
IMK351	Logistics and Distributions Management	3
IMK352	Promotional Mix Strategies	3
IMK353	Pricing Strategy in Marketing	3
IMK354	Services Marketing and Customer Experiences	3
IMK355	Marketing in Digital Era	3
IMK356	Seminar in Marketing and Trends	3
IMK450	Corporate Ethics for Marketing	3
IMK451	Project Marketing Management	3
IMK452	Professional Self-Development	3

Major Electives**(18 credits)**

Students select only 18 credits from the following courses.

IMK401	Application for Database Marketing	3
IMK402	Seminar for Data and Technologies for Marketing	3
IMK403	Modern Tools for Searching	3
IMK478	Sales Management and Technologies	3
IMK479	Modern Customer Relationship Management	3
IMK460	Modern Customer Engagement	3
IMK461	Modern Media and Creative Content	3
IMK462	Sales and Business Negotiation	3
IMK463	Modern Marketing Channel and E-Commerce	3
IMK464	Business Development and Trends in ASEAN	3
IMK465	Business Development and Trends in China	3
IMK466	Risk and Crisis Management in Business	3
IMK467	Web3 and Decentralized Marketing	3
IMK468	Luxury and Retail Marketing	3
IMK469	Special Topics in Marketing Trends	3
IMK470	Independent Study for Marketing	3
IMK471	Business and Marketing Plan for Business Owners	3
IMK472	Fashion Marketing	3
IMK473	Psychology and Neuro Marketing	3
IMK474	Speciality Product Marketing	3
IMK475	Advertising and Integrated Marketing Communication	3
IMK476	Sustainable Business and Marketing	3
IMK477	E-sports Marketing	3
ICO301	Pre-Cooperative Education (For Cooperative Education Track)	3
IMK430	Cooperative Education (For Cooperative Education Track)	6
IMK431	Applied Communication for Professional Practice in the Digital Era	3
IMK432	Preparation for Professional Practice in the Digital Era	3

3. Free Electives**(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

Course Description

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing.

IEN107 Critical Reading and Writing (3 Credits)

Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation.

IEN108 Persuasive Presentation (3 Credits)

Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.

Integrated Professional Skills Course (15 Credits)

IGE011 Thinking Skills for Lifelong Learning (3 Credits)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

IGE012 Citizenship in Society and International Community (3 Credits)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.

IGE013 Technology and Innovation for the Future (3 Credits)

Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

2. Professional Education (99 credits)

Core Courses (36 credits)

IMK150 Business Fundamentals (3 Credits)

Business foundation: conceptualizing the business environment; legal forms of ownership; human resource management; marketing; production; finance; international business; and socially responsible organizations for sustainability.

IMK151 Essentials of Marketing (3 Credits)

Prerequisite: IMK150 or Dean's Approval

Fundamental marketing principles: analyzing marketing environment; comprehending consumer behavior; defining target market groups; designing customer value-driven strategies; implementing the 4Ps marketing mix; managing product line, price strategy, distribution policy, integrated marketing communications, and social and environmental marketing.

IMK152 Essentials of Management (3 Credits)

Prerequisite: IMK150 or Dean's Approval

Fundamental management concepts: planning, managing, leading, directing, and mastering modern and contemporary organizational management theories, organizational structure, conflict management within the organization, internal communication and organizational development.

IMK153 Fundamental of Accounting (3 Credits)

Accounting and financial concepts: cash flow management; financial accounting; financial forecasting; financial ratios; financial statement analysis; financial system management; financial control; financial reporting; accounting professional ethics; and accounting fraud investigation.

IMK154 Fundamentals of Economics**(3 Credits)**

Principles of microeconomics and macroeconomics required for conducting business: consumption style, concept of consumption, consumption choices to achieve maximum satisfaction, production and distribution for maximum benefits; market patterns; fundamentals of macroeconomics, general international economics, and the economic integration and principles of economics for conducting business.

IMK250 Human Resource and Leadership Management**(3 Credits)**

Prerequisite: IMK152 or Dean's Approval

Human resource management: Recruitment, selection, and placement; motivation and support; business personnel management; personnel development; initial organizational development; essential organizational behavior; conflicts in the organization; group influence; relationship building; encouraging and rewarding teamwork; theory of organizational behavior; and leadership and organizational management.

IMK251 Organizational and Multicultural Adaption in Business**(3 Credits)**

Prerequisite: IMK152 or Dean's Approval

Organization definition and features; organizational personnel behaviors; inspiring motivation; developing organizational personnel; personnel conflict management; organizational management and development theories, particularly the organization with diversity.

IMK252 Corporate Finance**(3 Credits)**

Business finance; various interest rates; cost estimation; issuing corporate bonds; obtaining market share; loaning; acquiring and utilizing cash and credit; fundamental financial ratio analysis; fundamental knowledge of financial organizations and institutions.

IMK253 Managerial Accounting for Business Management**(3 Credits)**

Prerequisite: IMK153 or Dean's Approval

Accounting for management; various categories of costs; managerial accounting for profits and sales; managerial accounting for controlling company finances; cash inflow and outflow management; profit, equity and capital allocation; and managerial accounting for decision making.

IMK254 Business Law and Taxation**(3 Credits)**

General business laws for starting businesses; business types: financial documents; guarantees and mortgages; business and legal fundamentals; business law encompassing regulations, taxation laws, and various categories of business taxes, tax relief for corporations and individuals, as well as tax and taxation issues pertaining to legal entities and individuals.

IMK255 Operations Management (3 Credits)

Management of productions and operations: production routing; production model; continuous and non-continuous production; quantitative and qualitative management of production planning and control; and total quality management principles and production control techniques.

IMK256 Global Marketing (3 Credits)

Prerequisite: IMK151 or Dean's Approval

International business management: selection of a country in which to invest in; strategic marketing analysis; management and economy; international business administration and cross-cultural business management; concepts of creative business management and business adaptation to modern business; management of international business risks; and international business issues.

Major Requirements (45 credits)**IMK200 Technologies for Marketing (3 Credits)**

Fundamentals of employing technology for marketing and enhancing work efficiency; analyzing data from a variety of business domains; presenting findings in a variety of formats; business and marketing assessment and forecasting.

IMK201 Statistics for Marketing (3 Credits)

Mathematics, statistics, probability and programs in business; algebra; centripetal tendency theory; descriptive statistics; inferential statistics; analysis of variance, regression, introduction to time series; probability and statistical for marketing software for statistical analysis and other prevalent programs.

IMK257 Consumer Psychology and Behavior (3 Credits)

Prerequisite: IMK151 or Dean's Approval

Consumer psychology and behavior influences on consumers from both internal and external factors; analysis and classification of various consumer behaviors; and identification of factors that influence the purchase of products or the making of diverse decisions.

IMK300 Data Driven for Marketing (3 Credits)

Prerequisite: IMK200 or Dean's Approval

Multiple dimensions of data analytics and data visualization with an emphasis on real-world applications; infrastructure management and development strategies; implementation; and marketing-level data mining techniques.

IMK302 Consumer and Market Analytics**(3 Credits)**

Prerequisite: IMK201 or Dean's Approval

Designing, collecting, analyzing, and writing market research reports; theoretical and empirical structures to evaluate and comprehend the practice of marketing, including sales, sales evaluation, customer satisfaction, demand estimation, new product development; and target market programs utilizing qualitative and quantitative methods.

IMK350 Branding and Innovative Product Development**(3 Credits)**

Prerequisite: IMK151 or Dean's Approval

New product development: product design; product sales management; marketing test; product offerings that attract buyers; modern product management encompassing environmentally conscious product management, brand management, product value creation for customers to remember, and brand management components.

IMK351 Logistics and Distributions Management**(3 Credits)**

Prerequisite: IMK151 or Dean's Approval

Distribution of products and services encompassing the distribution of products from production sources to consumers; multi-layered or single-layered distribution; distribution of products through electronic media; freight forwarding and basic logistics of marketing; management of marketing channels; form of distribution channels; and delivery and distribution plans.

IMK352 Promotional Mix Strategies**(3 Credits)**

Prerequisite: IMK151 or Dean's Approval

Management of marketing promotions, including promotional strategies, company budgets, business marketing promotion processes, and evaluation of marketing promotions.

IMK353 Pricing Strategy in Marketing**(3 Credits)**

Prerequisite: IMK151 or Dean's Approval

Pricing concepts and strategies based on market characteristics, product life cycles, price structures, fundamental principles of microeconomics, statistics and psychology; sound pricing decisions that take value and pricing competition into account; price set for market that is changeable and varied; and evaluation of pricing strategies.

IMK354 Services Marketing and Customer Experiences**(3 Credits)**

Prerequisite: IMK151 or Dean's Approval

Service marketing other than product marketing; service marketing issues and considerations; service marketing case studies from the hotel industry, transportation industry, and aviation industry; and service marketing management.

IMK355 Marketing in the Digital Era (3 Credits)

Prerequisite: IMK151 or Dean's Approval

Application of digital marketing tools to derive meaning and marketing outcomes from user behavior; development and creation of a marketing plan based on the marketing mix.

IMK356 Seminar in Marketing and Trends (3 Credits)

Seminar on marketing addressing substantial marketing issues and situations utilizing both existing and new marketing knowledge.

IMK450 Corporate Ethics for Marketing (3 Credits)

Marketing based on morality and ethics, with an emphasis on ethical topics in business laws and regulations required for product development, marketing, and cyber morals and ethics; managing, adapting, mitigating impacts, and proposing solutions through marketing strategies.

IMK451 Project Marketing Management (3 Credits)

Development of marketing and organizational strategies; development of information skills and regulations necessary for the project process, which includes planning, execution, supervision, and assessment to enhance projects that meet customer and stakeholder expectations.

IMK452 Professional Self-Development (3 Credits)

Career preparation and business manner: constructing and maintaining professional images when working with stakeholders, including etiquette, body language, attire, and other essential skills.

Major Electives (18 credits)

Students select only 18 credits from the following courses.

IMK401 Application for Database Marketing (3 Credits)

Prerequisite: IMK200 or Dean's Approval

Basic programming, data management, and marketing: programming languages; query languages; database creation; marketing-related data management; and business report preparation.

IMK402 Seminar for Data and Technologies for Marketing (3 Credits)

Prerequisite: IMK200 or Dean's Approval

Seminar on topics pertaining to marketing management, marketing trends, and marketing technology; the chance to develop knowledge with various businesses.

IMK403 Modern Tools for Searching (3 Credits)

Prerequisite: IMK200 or Dean's Approval

Developing marketing strategies with search engines that encompass various channels; usage principles; potent search keywords; and other business-generating tools.

IMK478 Sales Management and Technologies (3 Credits)

Apply technologies for analysing consumer requirements; selection of products to be sold; sales management; quota arrangement; sales share; sales return; sales leadership traits; sales team development; performance evaluation of sales personnel; composing sales management plans; developing sales teams and sales techniques; and negotiating the sale of products.

IMK479 Modern Customer Relationship Management (3 Credits)

Modern Customer Relationship Management

Customer relationship management for each target group: establishing a customer relationship management system; building and acquiring new customers; retaining and nurturing relationships with existing customers; developing activities to foster good customer relationships; laying the groundwork for establishing long-term customer relationships; and putting the customer first.

IMK460 Modern Customer Engagement (3 Credits)

Holistic strategies to create an exceptional customer experience: integrating platforms, content, and communications to comprehend people's lifestyles, behaviors, and thought processes in a network of modern technologies and related media; devising an action plan and selecting the right strategy to approach both business and direct customers in order to sustain product purchases.

IMK461 Modern Media and Creative Content (3 Credits)

Modern Media and Creative Content

Creation of media messages for consumers, products, and brands that are tailored to consumers' behaviors, and psychology using technological tools, media production, and editing tools to convey messages to modern media; dissemination through consumer-appropriate channels; and evaluation instruments.

IMK462 Sales and Business Negotiation (3 Credits)

Fostering professional and ethical sales: business-to-business and direct consumer sales through negotiation and communication skills.

IMK463 Modern Marketing Channels and E-Commerce (3 Credits)

Generating revenue and trading in modern channels: omni – channel to deliver positive customer experiences and build brand advocacy, and electronic commerce.

IMK464 Business Development and Trends in ASEAN (3 Credits)

Trends and business practices in ASEAN: facilitation tools, sustainability, and enterprises; as well as the market's unique political, economic, financial, and cultural characteristics.

IMK465 Business Development and Trends in China (3 Credits)

Fundamentals and characteristics of conducting business in China and the regions: cultural differences; consumer behaviors; negotiation and problem-solving; technology; business plans, new trades; and the fundamental significance of problems and situations that arise on the Chinese market, the world's trading hub.

IMK466 Risk and Crisis Management in Business (3 Credits)

Evaluation, selection of methods and techniques to mitigate potential business risks and crises; communication risk control; critical high risk; risk management operational structure: duties, responsibilities and processes.

IMK467 Web 3 and Decentralized Marketing (3 Credits)

Prerequisite: IMK355 or Dean's Approval

Knowledge of web 3; decentralization for users to choose and manage; new technology and essential marketing knowledge; tools and trends benefiting future Internet marketing.

IMK468 Luxury and Retail Marketing (3 Credits)

Marketing for luxury brands: meaning and associated terms; diverse new markets for luxury brands; marketing strategies; distribution and suitable channels for selling luxury products; precise reasons for opting to purchase premium items.

IMK469 Special Topics in Marketing Trends (3 Credits)

Special topics and marketing trends; value creation and satisfaction of customer needs; customer and target group segmentation; comprehension of products and brand characteristics.

IMK470 Independent Study for Marketing (3 Credits)

Student-led research or projects under teacher supervision.

IMK471 Business and Marketing Plan for Business Owners (3 Credits)

Knowledge of human resource management, location, and technology in order to manage, plan, and finance small and medium-sized enterprises, as well as business ownership issues.

IMK472 Fashion Marketing (3 Credits)

Appropriate marketing strategies for each level of the fashion industry; business terminology; instruments for analyzing fashion trends, particularly trends that change swiftly to satisfy the values and needs of consumers.

IMK473 Psychology and Neuro Marketing (3 Credits)

Prerequisite: IMK257 or Dean's Approval

Consumer behaviors and needs through neuroscience and psychology; responses to marketing, brands, and various forms of purchasing that influence perceptions and attitudes affecting purchases; and anticipated consumer needs, requirements, and values.

IMK474 Specialty Product Marketing (3 Credits)

Marketing strategies for specialty products; marketing mix relevant to specialty products; consumer behaviors; marketing planning; marketing research; advertising; technology tools; and risks that may arise based on variable specialty product characteristics.

IMK475 Advertising and Integrated Marketing Communication (3 Credits)

Prerequisite: IMK352 or Dean's Approval

Advertising and marketing communication integration; media influence on consumers; pros and cons of various categories of media; media development to stimulate consumers; media selection optimized for effectiveness, taking into account consumers' learning and memory capacities; and evaluation of employed marketing media.

IMK476 Sustainable Business and Marketing (3 Credits)

Sustainable cross-business marketing based on the fundamental concepts of strategic marketing for social enterprises; skills of formulating diverse marketing strategies in each organization; concepts and skills of entrepreneurship in terms of business outcomes from strategic marketing for social and sustainable organizations with environmental, social, economic, moral and ethical considerations.

IMK477 E-sports Marketing**(3 Credits)**

Prerequisite: IMK335 or Dean's Approval

E-sports and competition marketing; use of campaigns; customer segmentation and customer relationship building tools with diverse customer characteristics via product and brand adaptation.

ICO301 Pre-Cooperative Education (For Cooperative Education Track)**(3 Credits)**

Concept underlying the cooperative education system and the development of readiness and various skills, including job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as entrepreneurship skills, recommended workplace practices, and workplace safety.

IMK430 Cooperative Education (For Cooperative Education Track)**(6 Credits)**

Prerequisite: ICO301 or Dean's Approval

Full-time internship in the workplace for at least one semester or 16 weeks, with a focus on work-integrated learning in the student's professional discipline or project-based learning initiatives that benefit the organization; summary reports by students upon completion of the internship along with a performance evaluation from the instructor in conjunction with the company.

IMK431 Applied Communication for Professional Practice in the Digital Era**(3 Credits)**

Development of communication skills essential for professional practice in the digital era, with emphasis on verbal communication, writing, digital communication, presentations, interpersonal and intercultural communication, as well as the use of digital tools for collaboration in professional contexts; students practice communication through simulated and real-world-related situations in order to strengthen professional personality, personal branding, and employability readiness.

IMK432 Preparation for Professional Practice in the Digital Era**(3 Credits)**

Study of work in professional contexts in the digital era, with emphasis on professionalism, workplace ethics, teamwork, adaptability to change, the use of digital tools for task and project management, as well as the analysis and solution of problems in real or simulated workplace situations; students produce work or a portfolio reflecting job readiness and self-development for future professional careers.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.