

Bachelor of Business Administration Program in Marketing

General Information

Degree Designation : Bachelor of Business Administration Program in Marketing

Total Credits : 127 credits

Graduate : 4 years

Academic Year

The academic calendar mostly consists of two semesters (Two-semester system). Each semester is not less than 15 weeks. The summer session is scheduled to meet the requirements of each

1 st semester : June - September

2 nd semester : November – February

Summer semester : March – May

Course Structure

A : General Education Course

B : Major Course

C : Free Elective Course

A : General Education (30 credits)

1. Language and Communication (9 credits)

- Fundamental Course (6 credits) :

Course ID	Course name	Credits
1551001	Fundamental English	3(3-0-6)
1551002	English for Communication	3(3-0-6)

- Free Elective (3 credits) :

1541001	Thai Language Usage Skills	3(3-0-6)
1541002	Language and Communication for Specific Purposes	3(3-0-6)
1561001	Japanese for Communication	3(3-0-6)
1571001	Chinese for Communication	3(3-0-6)
1571002	Fundamental Chinese for Tourism	3(3-0-6)
1661001	Korean for Communication	3(3-0-6)
1691001	Fundamental Burmese	3(3-0-6)
1691002	Burmese for Communication	3(3-0-6)

2. Humanities (6 credits)

Course ID	Course name	Credits
1001003	Human Behavior and Self-Development	3(3-0-6)
1001005	Thinking and Decision Making Skill	3(3-0-6)
1511001	Ethics and Human Beings	3(3-0-6)
1511002	Facts of Life	3(3-0-6)
1521001	Buddhism	3(3-0-6)
1631001	Information for Study and Research	3(3-0-6)
2011001	Aesthetics of Visual Arts	3(3-0-6)
2051001	Aesthetics of Performing Arts	3(3-0-6)
2061001	Music Appreciation	3(3-0-6)
3501001	Leadership Development	3(3-0-6)
3501003	Personality Development and the Arts of Socializing	3(3-0-6)

3. Social Sciences (6 credits)

Course ID	Course name	Credits
2501001	History of Thai Society and Culture	3(3-0-6)
2501003	Public Mind and Civic Social Engagement	3(3-0-6)
2501004	Interdisciplinary Social Science for Development	3(3-0-6)
2501005	Kamphaeng Phet Studies	3(2-2-5)
2521001	Globalization and Localization	3(3-0-6)
2521002	ASEAN Studies	3(3-0-6)
2541001	Human Beings, Community, and Environment	3(3-0-6)
2541002	Local Resource Management	3(3-0-6)
2551002	Fundamental Knowledge on Thai Politics and Government	3(3-0-6)
2561001	Introduction to Laws	3(3-0-6)
3501004	Business Initiation	3(3-0-6)
3531001	Finance in Daily Life	3(3-0-6)
3541001	Entrepreneurship	3(3-0-6)
3591002	Sufficiency Economy	3(3-0-6)

4. Mathematics, Science, and Technology (6 credits)

Select courses in subjects 1. - 4. (3 credits)

Course ID	Course name	Credits
1161001	Sports and Recreation for Quality of Life	3(2-2-5)
1161002	Exercise for Health	3(2-2-5)
4001002	Science and Technology for Daily Life	3(3-0-6)
4001003	Environments and Natural Resources Conservation	3(3-0-6)
4071001	Health and Health Care	3(3-0-6)
4091001	Mathematics in Daily Life	3(3-0-6)
4091003	Mathematics and Decision Making	3(3-0-6)
4121001	Computer and Information Technology	3(2-2-5)
4121005	Website Design and Development	3(2-2-5)
4121006	Package Software for Application	3(2-2-5)
5001001	Agriculture in Daily Life	3(3-0-6)
5071001	Food for Health	3(3-0-6)
5501001	Technology in Daily Life	3(3-0-6)

B : Major Course (97 credits)

Core subjects (24 credits)

Course ID	Course name	Credits
1551402	Business English 1	3(3-0-6)
1551403	Business English 2	3(3-0-6)
3531101	Business Finance	3(3-0-6)
3532102	Taxation and Business Laws	3(3-0-6)
3541101	Principles of Marketing	3(3-0-6)
3561101	Organization and Management	3(3-0-6)
3564201	Strategic Management	3(3-0-6)
3591101	Principles of Economics	3(3-0-6)

Major Requirement (48 credits)

Course ID	Course name	Credits
3521101	Accounting 1	3(2-2-5)
3521102	Accounting 2	3(2-2-5)
3542105	Consumers Behavior	3(3-0-6)
3542202	Integrated Marketing Communication (IMC)	3(2-2-5)

Course ID	Course name	Credits
3542405	Sales Management	3(3-0-6)
3542503	Electronic Marketing	3(2-2-5)
3542509	Marketing Information System	3(2-2-5)
3543107	Community and Local Marketing	3(2-2-5)
3543306	Products Design and Services Development	3(2-2-5)
3543308	Market Analysis and Planning	3(2-2-5)
3543407	Supply Chain and logistics Management	3(3-0-6)
3543502	Presentation Techniques	3(2-2-5)
3543601	Sale Forecasting	3(3-0-6)
3544103	International Marketing	3(3-0-6)
3544901	Seminar in Marketing	3(2-2-5)
3544902	Marketing Research	3(2-2-5)

Major Elective Course (12 credits)

Course ID	Course name	Credits
3524301	Management Accounting	3(3-0-6)
3541302	Modern Trade	3(3-0-6)
3542106	Service and Tourism Marketing	3(3-0-6)
3542201	Advertising and Sales Promotion	3(3-0-6)
3542204	Brand Communication	3(2-2-5)
3542406	Direct Marketing	3(3-0-6)
3543104	Services Marketing	3(3-0-6)
3543109	Social and Environment Marketing	3(2-2-5)
3543201	Consumer Relation Management	3(3-0-6)
3543301	Marketing Management	3(3-0-6)
3543305	Event Marketing	3(2-2-5)
3543501	Software Package and Application for Marketing	3(2-2-5)
3544601	Quantitative Analysis for Marketing	3(3-0-6)
3544904	Current Issues in Marketing	3(2-2-5)
3544905	Dummy Marketing	3(2-2-5)
3601102	Information Technology in Business	3(2-2-5)

Professional Experience or Cooperative Education (7 credits)

Select a plan

Course ID	Course name	Credits
3544801	Preparation for Professional Experience in Marketing	2(90)
3544802	Professional Experience in Marketing	5(450)
or		
3503801	Preparation to Cooperative Education	1(45)
3503802	Cooperative Education	6(540)

C: Free Elective Course (6 credits)

Freely choose any courses provided by the university. The courses chosen must not have been taken before by the student and must not be the compulsory non-credit courses.