

Bachelor of Business Administration Program

Major in Marketing

- 1. For those who have completed upper secondary school or its equivalent or possess a vocational certificate or its equivalent.**

(1) Program Structure

The program requires at least 22 courses or 132 credits comprising the following:

A. General Education Courses	5	courses	(30 credits)
B. Area-specific Courses	16	courses	(96 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 5 courses (30 credits)

Required 3 courses

- 10111 English for Communication
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

And elective courses choose the following:

Social Group

- 10131 Human Society
- 10152 Thailand and the World Community

And elective courses choose the following:

Human Group

- 10103 Life Skills
- 10121 Human Civilization
- 10164 Society and Culture in the ASEAN Community

B. Area-specific Courses 16 courses (96 credits)

Core Courses 6 courses

- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 10 courses*Required 9 courses*

- 32302 Marketing Management
- 32316 Sales Management and Salesmanship
- 32333 Consumer Behavior Analysis
- 32334 Information System and Marketing Research
- 32432 Product and Price Management
- 32435 Professional Experience in Marketing*
- 32473 Marketing Channel and Supply Chain Management
- 32474 Marketing Communication and Promotion
- 32489 Contemporary Marketing and Digital Marketing

And choose 1 course from the following:

- 32408 Small Business Management and Retailing
- 32414 Agricultural Marketing and Thai Economy
- 32449 Business Building and Entrepreneurship
- 32475 International and Global Marketing
- 32476 Institutional Marketing and Service Marketing

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

- 2. For those who have completed a Higher Technical Vocational Certificate or its equivalent in the field of Commerce/Business Administration, Accountancy, Marketing, Finance and Banking, Human Resources Management, General Management, or a Diploma or its equivalent in the field Business Administration, Economics majoring in Finance and Banking or Business Economics.**

(1) Program Structure

The program requires at least 14 courses or 84 credits comprising the following:

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|------------------------------|----|---------|--------------|
| A. General Education Courses | 3 | courses | (18 credits) |
| B. Area-specific Courses | 10 | courses | (60 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

(2) Program Details**A. General Education Courses 3 courses (18 credits)**

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

Note: * Students must register when no more than the last 3 courses remain.

B. Area-specific Courses 10 courses (60 credits)***Core Courses 1 course***

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making

Area-specific Courses 9 courses

32302 Marketing Management

32316 Sales Management and Salesmanship

32333 Consumer Behavior Analysis

32334 Information System and Marketing Research

32432 Product and Price Management

32435 Professional Experience in Marketing*

32473 Marketing Channel and Supply Chain Management

32474 Marketing Communication and Promotion

32489 Contemporary Marketing and Digital Marketing

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

3. For those who have completed a Higher Technical Vocational Certificate or its equivalent, in any field other than Commerce/ Business Administration, a Diploma or its equivalent in any field other than Business Administration, Economics majoring in Finance and Banking or Business Economics.

(1) Program Structure

The program requires at least 20 courses or 120 credits comprising the following:

A. General Education Courses	3	courses	(18 credits)
B. Area-specific Courses	16	courses	(96 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details**A. General Education Courses 3 courses (18 credits)**

10121 Human Civilization

10131 Human Society

10151 Thai Studies

Note: * Students must register when no more than the last 3 courses remain.

B. Area-specific Courses 16 courses (96 credits)

Core Courses 6 courses

- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 10 courses

Required 9 courses

- 32302 Marketing Management
- 32316 Sales Management and Salesmanship
- 32333 Consumer Behavior Analysis
- 32334 Information System and Marketing Research
- 32432 Product and Price Management
- 32435 Professional Experience in Marketing*
- 32473 Marketing Channel and Supply Chain Management
- 32474 Marketing Communication and Promotion
- 32489 Contemporary Marketing and Digital Marketing

And choose 1 course from the following:

- 32408 Small Business Management and Retailing
- 32414 Agricultural Marketing and Thai Economy
- 32449 Business Building and Entrepreneurship
- 32475 International and Global Marketing
- 32476 Institutional Marketing and Service Marketing

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Students must register when no more than the last 3 courses remain.

4. For those who have a Bachelor's Degree in the field Business Administration, Economics majoring in Finance and Banking or Business Economics.

(1) Program Structure

The program requires at least 12 courses or 72 credits comprising the following:

A. General Education Courses	1	course	(6 credits)
B. Area-specific Courses	10	courses	(60 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 1 course (6 credits)

10151 Thai Studies

B. Area-specific Courses 10 courses (60 credits)

Core Courses 1 course

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making

Area-specific Courses 9 courses

32302 Marketing Management

32316 Sales Management and Salesmanship

32333 Consumer Behavior Analysis

32334 Information System and Marketing Research

32432 Product and Price Management

32435 Professional Experience in Marketing*

32473 Marketing Channel and Supply Chain Management

32474 Marketing Communication and Promotion

32489 Contemporary Marketing and Digital Marketing

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

5. For those who have a Bachelor's Degree in any field other than Business Administration, Economics majoring in Finance and Banking or Business Economics.

(1) Program Structure

The program requires at least 18 courses or 108 credits comprising the following:

A. General Education Courses	1	course	(6 credits)
B. Area-specific Courses	16	courses	(96 credits)
C. Open Elective Courses	1	course	(6 credits)

Note: * Students must register when no more than the last 3 courses remain.

(2) Program Details

A. General Education Courses 1 course (6 credits)

10151 Thai Studies

B. Area-specific Courses 16 courses (96 credits)

Core Courses 6 courses

30208 Financial Accounting and Managerial Accounting

30209 Business Finance and Business Law

30210 Production and Operation Management and Principle of Marketing

30211 Organization and Management and Human Resource Management

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making

60120 Principles of Economics

Area-specific Courses 10 courses

Required 9 courses

32302 Marketing Management

32316 Sales Management and Salesmanship

32333 Consumer Behavior Analysis

32334 Information System and Marketing Research

32432 Product and Price Management

32435 Professional Experience in Marketing*

32473 Marketing Channel and Supply Chain Management

32474 Marketing Communication and Promotion

32489 Contemporary Marketing and Digital Marketing

And choose 1 course from the following:

32408 Small Business Management and Retailing

32414 Agricultural Marketing and Thai Economy

32449 Business Building and Entrepreneurship

32475 International and Global Marketing

32476 Institutional Marketing and Service Marketing

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Students must register when no more than the last 3 courses remain.

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