



# MARKETING

Bachelor of Business  
Administration in Marketing



**BUIC**  
BANGKOK UNIVERSITY  
INTERNATIONAL COLLEGE

# **Knowledge with Virtue**

**2016**

**Degree Plan**

**Bachelor of Business Administration (B.B.A.)**

**Marketing**

**Student's Name .....**

**Student's ID No. ....**



## **STUDENT'S MANUAL**

BANGKOK UNIVERSITY  
INTERNATIONAL COLLEGE

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## **Where to Go for Help**

- |                                          |                                                                                                    |
|------------------------------------------|----------------------------------------------------------------------------------------------------|
| ▪ Study Problems                         | - Chairperson<br>- Lecturers<br>- Counseling and Job Placement Division                            |
| ▪ GPA Lower than 1.75                    | - Chairperson<br>- Counseling and Job Placement Division                                           |
| ▪ Changing Free Elective Courses         | - The Dean of BU International College<br>- Associate Dean for Academic Affairs and Research       |
| ▪ Course Contents and Names of Lecturers | - Chairperson                                                                                      |
| ▪ Reserve Officer Training Corps (ROTC)  | - Educational Service and Student Welfare Office                                                   |
| ▪ GPA Computation                        | - Counseling and Job Placement Division                                                            |
| ▪ University's Rules and Regulations     | - The Dean of BU International College<br>- Chairperson<br>- Counseling and Job Placement Division |
| ▪ Library Services                       | - Central Library                                                                                  |
| ▪ Financial Problems                     | - Educational Service and Student Welfare Office                                                   |
| ▪ Sickness & Medical Emergency           | - University's Infirmary                                                                           |
| ▪ Psychological Advice                   | - Counseling and Job Placement Division                                                            |
| ▪ Lost & Found Items                     | - Educational Service and Student Welfare Office                                                   |



- |                                     |                                                                                                                |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------|
| ▪ Recommendation Letter             | - International Affairs Office                                                                                 |
| ▪ Quarrel or Fight                  | - Chairperson<br>- Student Development Division                                                                |
| ▪ Tutoring Session                  | - BUIC Student Affairs                                                                                         |
| ▪ Student's Incoming Mail / Package | - Educational Service and Student Welfare Office<br>- BU International Office                                  |
| ▪ Other Problems                    | - Chairperson<br>- Associate Dean for Academic Affairs and Research<br>- Counseling and Job Placement Division |

**Locations of Helpers:**

- |                                                            |                                     |
|------------------------------------------------------------|-------------------------------------|
| ▪ The Dean of BU International College                     | - Building 7, 4 <sup>th</sup> Floor |
| ▪ Associate Dean for Academic Affairs and Research         | - Building 4, 4 <sup>th</sup> Floor |
| ▪ Associate Dean for Student Affairs                       | - Building 7, 3 <sup>th</sup> Floor |
| ▪ Chairperson                                              | - Building 4, 4 <sup>th</sup> Floor |
| ▪ Student Affairs                                          | - Building 7, 3 <sup>th</sup> Floor |
| ▪ BU International College Office                          | - Building 7, 4 <sup>th</sup> Floor |
| ▪ BU International Faculty College Office                  | - Building 4, 4 <sup>th</sup> Floor |
| ▪ Educational Service and Training, Student Welfare Office | - Building 8, 1 <sup>st</sup> Floor |
| ▪ Central Library                                          | - Building 5, 2 <sup>nd</sup> Floor |
| ▪ Counseling and Job Placement Division                    | - Building 8, 1 <sup>st</sup> Floor |
| ▪ Student Development Division                             | - Building 8, 1 <sup>st</sup> Floor |

## Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

### How to Calculate GPA

1. Replace grades with the quality points as shown below:

Grade	Achievement Rate	Quality Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

“W” indicates withdrawal and its credits will not be calculated.

“S” indicates satisfactory work completed.

“I” indicates incomplete, used in case a student fails to complete an assignment within time limitation. An “I” grade must be changed to a completed grade within three weeks. Otherwise, the grade will automatically become an “F.”

“U” indicates unsatisfactory (some courses must be repeated to obtain grade “S.”)

“AUD” indicates non-credit registration (Students must be granted permission from the Dean of BU International College to audit a class.)

“CS” indicates credits obtained from a standardized test.

“CE” indicates credits obtained from Exams.

“CT” indicates credits obtained from Training.

2. Multiply each grade by its credits.
3. Add up all result from Step No.2.
4. Divide the total number of grade points (Step No.3) by the total number of credits.



## How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

### 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

#### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Man and Environment	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
General Psychology	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{51}{18} = 2.83$

#### Example

#### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
General Psychology	3	C	2 X 3 = 6
Art Appreciation	1	B+	3.5 X 1 = 3.5
Physical Education	1	C	2 X 1 = 2
Study Skills	1	A	4 X 1 = 4
	<u>18</u>		<u>47</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{47}{18} = 2.61$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(51+47)}{(18+18)} = \frac{98}{36} = 2.72$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+47+18)}{(18+18+6)} = \frac{116}{42} = 2.76$

## 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Man and Environment	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
General Psychology	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$



## Example

### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
General Psychology	3	C	2 X 3 = 6
Art Appreciation	1	B+	3.5X1 = 3.5
Physical Education	1	C	2X1 = 2
Study Skills	1	W	0X1 = 0
	<u>17</u>		<u>43</u>

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{43}{17} = 2.52$$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(42+43)}{(15+17)} = \frac{85}{32} = 2.65$$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42+43+18)}{(15+17+6)} = \frac{103}{38} = 2.71$$

## 3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

### Example of GPA Calculation for One Failed Course

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Man and Environment	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
General Psychology	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

$$\text{Grade point average of the 1<sup>st</sup> semester} = \frac{42}{18} = 2.33$$

#### 2<sup>nd</sup> Semester

Course	Credits	Grade	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Politics and Government	3	C	2 X 3 = 6
General Psychology	<u>3</u>	B*	3 X 3 = 9
	<u>18</u>		<u>46.5</u>

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{46.5}{18} = 2.58$$

$$\text{Cumulative Grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(42 + 46.5)}{(15 + 18)} = \frac{88.5}{33} = 2.68$$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

### Summer Semester

Course	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42+46.5+18)}{(15+18+6)} = \frac{106.5}{39} = 2.73$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

#### Caution:

Students are strongly encouraged to keep track of their GPAs attentively.

## **ACADEMIC REGULATIONS**

### **Academic System**

Bangkok University International College offers classes with two compulsory fourteen-week semesters and an optional summer semester in one academic year. The primary purposes of summer semester are to offer courses to students who wish to repeat failed courses in mandatory semesters or to students who fail to register in particular courses in a semester as indicated in the degree plan.

### **Transfer Students/Credits**

Applicants seeking to transfer credits must meet the following requirements:

- collect at least 12 credits from previous institutions;
- have a cumulative GPA of 2.00 or higher;
- submit the following application documents to Bangkok University:
  - A transcript from previous college or university
  - A copy of English-translated high school transcript
  - Course descriptions of courses taken at previous college or university
  - A letter of recommendation
  - A copy of national ID card or passport
  - Three one-inch photos
  - TOEFL, IELTS, CU-TEP, TU-GET, SAT scores (optional)\*

Courses that are eligible for transfer must be given grade “C” or higher. Courses can be transferred up to maximum of 90 credits. Transfer students must register at least one academic year with BU International College before graduation. Transfer students are NOT eligible for honor degrees.

\* TOEFL score (paper-based) of 550, ibt TOEFL score (internet-based) of 79, IELTS score of 5.5 (for all bands), CU-TEP score of 90 or SAT score of 550 (for reading) and 500 (for writing) in each part can be transferred as IEN105 Communicative English. However, the grade will be recorded as “CS” (credits from a standardized test) on the transcript, and will not be calculated for GPA.

## Classification of Students

Students are classified on the basis of the following numbers of credits completed:

Classification	Credits attained
Freshmen	0 - 33
Sophomores	34 - 66
Juniors	67 - 99
Seniors	100 or above

## Course Load

Students must enroll for the minimum course load of 12 credits per semester. They can enroll for up to 22 credits in each semester.

## Probationary Status

Probationary students are those who achieve a cumulative grade point average (CUM. GPA) between 1.50-1.74. The probationary students are required to obtain a cumulative GPA of 1.75 or higher at the end of each semester, or they will be dismissed.

Probationary students **must** contact the Counseling Department for guidelines and assistance. Probationary students are not allowed to register for more than 16 credits in the first and second semesters and 10 credits in summer term.

## Registration

1. Students are obliged to register within the registration period and pay for tuition and fees before the deadline indicated on the registration receipt.
2. Registration in a course with prerequisite requirements must meet the requirements, otherwise the registration will be cancelled.
3. Students may register for **up to 22 credits, but not less than 12 credits** during first and second semesters. For summer semester, students may register for up to 9 credits.
4. Students who cannot register for courses within the registration periods by themselves are advised to authorize a guardian or a friend to register at the Records Office on their behalf during the registration period.

5. Students who fail to register during the registration periods can seek an approval from the Dean of BU International for late registration within the first week of each semester. However, late registration is subject to the availability of courses.

6. Probationary students must receive approval from a counselor at the Counseling Department prior to the registration.

7. Students who do not want to register for first or second semester must apply for academic leave or their student status will be terminated.

### **Adding Courses**

1. Adding must be done within the Adding and Dropping period, which is scheduled in the first week of every semester.

2. Students who wish to add courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.

3. Students cannot add courses totaling more than 22 credits per semester in first and second semesters, or 9 credits in summer semester.

### **Dropping Courses**

1. Dropping courses must be done within the Adding and Dropping period, which is scheduled during the first week of every semester.

2. Students who wish to drop courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.

3. After dropping courses, students must still maintain the requirement of 12 credits for the first and second semesters. If a student registers for less than 12 credits in the first and second semesters, the dropping will be forfeited.

4. After dropping is finalized, 40% of tuition and fees will be refunded to a student's account. Dropped courses will not be listed in a student's transcript.

### **Withdrawing Courses**

1. The withdrawal period starts from the third week after the midterm examination until the last Saturday of the semester before the final examination in the first and second semesters.



2. The letter symbol “W” will appear on the transcript for withdrawn courses.
3. After withdrawal, students must maintain the minimum course load of 12 credits for the first and second semesters.
4. Special withdrawal must be approved by the Dean of BU International.

### **Refund Policy**

- 100% of tuition and fees will be refunded to students who register in a course which is later cancelled by the University.
- 40% of tuition and fees will be refunded to students who drop a course within the Adding and Dropping period, which is scheduled in the first week of every semester.

### **Time Limitation**

Students must complete the degree programs within eight academic years, but not less than three academic years, from the date of initial enrollment.

### **Class Attendance Policy**

Students are expected to attend classes regularly and attendance will be considered as part of participation for grading purposes. In case of illness, students are required to submit a doctor's certificate to lecturers for verification.

### **Academic Evaluation**

The academic evaluation of students is normally undertaken at the end of each semester, except for first-year students whose assessment will be done at the end of their full second semester. Summer terms are included in semester calculation for first-year students whether concluding or intervening semesters.

Students in good standing are expected to attain a GPA of not less than 1.75.

Probationary students are those who obtain a GPA of less than 1.75 from the total credits attempted.

## **Request for a Comprehensive 100% Final Examination**

Students who fail to take the midterm examination are eligible to take a comprehensive 100% final examination for the following reasons:

1. Severe sickness that requires urgent medical attention or an admission to hospital services. In such case, medical certification is required;
2. Accident that causes severe injury or requires the student's presence at the place where the accident occurs in order to solve the problem;
3. Severe illness, grave accident, or death of the student's parents or guardians who give financial support to the student;
4. Students' financial catastrophe

Students who are absent due to one of these reasons are eligible to have a comprehensive 100% final examination by reporting the absence for the midterm examination together with credible evidence **within 5 days** after the absence. However, postponement for the submission of evidence may be acceptable. The Dean of BU International College will determine the student's request within 5 working days after the midterm examination.

5. National athletes who have to take a leave to attend a competition, or students who are granted a scholarship to study abroad and have to depart during the midterm examination, must notify the Director of Sports and Students Activities Office or the Dean of BU International College for approval by the Vice President for International Affairs for the absence.

Students who miss the final examination are not allowed to have a make-up final examination. Students must instead request a special withdrawal from the Dean of BU International College within 5 days after their absence from the final examination.

## **Failure and Repetition**

Students who fail in General Education and Professional Foundation, including Major Requirement courses must repeat the courses until a grade of "D" or higher is earned. Students who fail in Major Elective and Free Elective courses may repeat the same courses or select other new courses.

Students may also repeat courses previously given "D" in order to improve their GPA. Nevertheless, the grades from previous semesters will appear on the transcript. Students are eligible for course repetition after a minimum of 12 credits are earned.

## **Dismissal**

The following students are subject to dismissal:

1. Students with a cumulative grade point average of less than 1.50 assessed at the end of each semester (with the exception of the first semester of the first year)
2. Probationary students with a cumulative grade point average of less than 1.75 evaluated at the end of each academic year
3. Students with a cumulative grade point average of less than 2.00 calculated at the end of the 8<sup>th</sup> academic year
4. Students' death
5. Voluntary resignation
6. Expulsion

## **Academic Dishonesty**

Academic dishonesty includes such practices as cheating on examinations, plagiarism, or committing any act proved to be dishonest. The student's acts considered as "cheating on the exam" include:

- bringing any notes, written paper or technology which has content related to the content of that course into the examination room;
- passing examination papers to other students, or copying answers from other students' examination papers, or attempting to copy answers from other students' examination papers;
- taking the examination on behalf of somebody else.

Any student proved dishonest will receive an "F" grade for that course. She/he is also liable to be suspended for one academic year. This period of suspension includes the summer session. In a serious case, the student will be dismissed.

## Plagiarism Policy

### Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

#### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

*“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”*

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

#### b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is educative rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

#### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)  
<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

##### Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

## **Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## **Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## **Readmission of Students**

Any student who withdraws or leaves before the completion of the course of studies may be readmitted by notifying the Records Office before the opening of the new academic year. Students have to provide their reasons for readmission to the Dean of BU International for approval.

Readmitted students must complete the university's current curriculum. Relevant credits from a previous major are transferable to the same or a new major. Further readjustment to the present curriculum will be considered by the Dean of BU International or the Vice President for International Affairs.

## **Readmission Requirements**

Former students seeking readmission to Bangkok University International must have good behavior and academic records and contact the university one month before the oncoming academic year. They must not have left the university for a period longer than five years.

## **Transfer of Major/Field of Study**

Students who wish to transfer from their current major to a new major within BU International must have completed a minimum of two semesters in their former major.

Approval of a transfer requires a student to submit a request form. Additionally, the Dean's approval is required for a transfer to Computer Graphics and Multimedia major. The student has to make sure that all the procedures have been followed to ensure registration in the next semester. Completed courses in which credits can be transferred must have a course content equivalent to that required in the curriculum of the new school.

## **Academic Leave**

Students may be eligible to take academic leave for one of the following reasons:

- Severe illness supported by a doctor's letter indicating instant medical care is required;
- Participation in the university exchange programs or receiving overseas scholarships;
- Failure to register in a particular semester within the registration period;
- A family or personal crisis.

Students who want to take academic leave must file an academic leave request along with the required document at the Records Office within the scheduled period in each semester. For more information, check with the Academic Calendar for BU International at <http://recordsoffice.bu.ac.th/>.

## **Graduation**

All students eligible to apply for graduation must maintain a minimum GPA of 2.00 within eight years after their enrollment. Once they complete all academic requirements, students must apply to the Records Office for graduation, and make a formal request for degree conferment.

## **Degree Pursuit**

Students who are qualified for a diploma can earn a bachelor's degree by repeating the same courses and obtaining a grade of "C". Alternatively they may register in other courses with prior approval of the Dean of the particular school. They must earn a GPA of not less than 2.00 within eight years after the enrollment.

Students who have completed the program; however, earned a GPA of between 1.50 - 1.99 can only apply for a certificate of course completion.

## **Requirements for Honors**

### **- First Class Honors**

Students who fulfill all the requirements for graduation within eight academic semesters, and have obtained a GPA of 3.50 or above, will be awarded First Class Honors. Those with the grade of D, D+, F, U or if they repeat a course for any reason will not be eligible for the First Class Honors. Transferred students are also not eligible for First Class Honors.

### **- Second Class Honors**

Students who complete all the requirements for graduation within eight academic semesters, and obtain a GPA of 3.25 or above, will be awarded Second Class Honors. Those with the grade of F, U or if they repeat a course for any reason are not eligible for Second Class Honors.

**Transfer students, students studying for a second degree, continuing program students, and students who concurrently enroll at other universities are not eligible for honors.**

## **Code of Conduct**

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.

8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.

9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.

10. Students must not be present in a place that is recognized as morally inappropriate.

11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.

12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.

13. Students are required to seek approval from the university before they stage a performance of any kind.

14. Students are required to seek approval from the university before they hold a large gathering on campus.

15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.



**Curriculum**

**Marketing Major**

**Degree Plan**  
**Bangkok University International College**  
**Marketing Major**

**Total Number of Credits**

General Education		30 credits
Professional Education		93 credits
Core Courses	51 credits	
Major Requirements	30 credits	
Major Electives	12 credits	
Free Electives		6 credits
Total		129 credits

**Prerequisite**

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling prerequisite requirement first will cause a registration cancellation.

## List of Courses for Bachelor of Business Administration Program in Marketing

### 1. General Education: 30 credits

A minimum of 30 credit hours are required. Students must enroll in the ILB100 Study Skills course\*, as well as other courses in the areas of Humanities and Language, Social Sciences, Mathematics and Science, and Physical Education and Recreation in order to fulfill the requirement.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
Humanities and Language (14 Credits)					
IEN103	Critical Reading	3			
IEN104	College Writing	3			
IEN105	Communicative English	3			
ILB100	Study Skills* (Required)	1			
ILB108	Critical and Creative Thinking	3			
ILB113	Art Appreciation	1			
Social Sciences (6 Credits)					
ILB101	General Psychology	3			
ILB109	Politics and Government	3	} OR		
ILB110	Intercultural Studies	3			
Mathematics and Science (9 Credits)					
IIT201	Computer and Information Technology	3			
ISC201	Man and Environment	3			
IMA101	Fundamental Mathematics	3			
Physical Education and Recreation (1 Credit)					
IPE101	Rhythmic Activities	1			
IPE102	Ballroom Dance	1			
IPE103	Volleyball	1			

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
IPE104	Basketball	1			
IPE105	Badminton	1			
IPE106	Table Tennis	1			
IPE107	Games Activities	1			
IPE108	Tennis	1			
IPE109	Golf	1			
IPE110	Thai Boxing	1			
IPE111	Sepak Takraw and Takraw	1			
IPE112	Thai Classical Dance	1			
IPE115	Camping and Outdoor Activities	1			
<b>Total</b>			<b>30</b>	<b>credits</b>	

\* **ILB100 Study Skills:** First-year BU International students are required to pass the ILB100 Study Skills course. Those students who do not perform satisfactorily and receive a failing grade will not be eligible to enroll for their second academic year.

## **2. Professional Education: 93 credits**

### **2.1 Core Courses: 51 credits**

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
IFI212	Business Finance	3			IMG101
IAC102	Financial Accounting	3			
IAC203	Managerial Accounting	3			IAC102
IMK212	Principles of Marketing	3			IMG101
IMG212	Production and Operation Management	3			IMG112
IMG112	Principles of Management	3			
IPM213	Human Resource Management	3			IMG112
IPM323	Organizational Behavior	3			
IMA104	Quantitative Techniques for Decision Making	3			
IST202	Business Statistics	3			
IEC203	Principles of Economics	3			
ILA102	Business Law	3			

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
ILA301	Taxation	3			ILA102
ICS202	Introduction to Business Computing	3			
IMG101	Introduction to Business	3			
IMG311	International Business Management	3			IMG101
IEM311	Entrepreneurship	3			IMG101
Total			51	credits	

## 2.2 Major Requirements: 30 credits

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
IMK321	Consumer Behavior	3			IMK212
IMK322	Product and Brand Management	3			IMK212
IMK329	Marketing Channels	3			IMK212
IMK335	Promotion Management	3			IMK212
IMK337	Service Marketing	3			IMK212
IMK421	Marketing Research	3			IMK212
IMK424	International Marketing	3			IMK212
IMK425	Marketing Planning and Competitive Analysis	3			IMK212
IMK426	Marketing Management and Strategy	3			IMK212
IMK427	Pricing Strategy	3			IMK212
Total			30	credits	

## 2.3 Major Electives: 12 credits

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
IMK323	Sales Management	3			IMK212
IMK330	Retailing Management	3			IMK212
IMK333	Export-Import Management	3			IMK212
IMK336	Electronic Marketing	3			IMK212

IMK338	Integrated Marketing Communication	3			IMK212
IMK339	Sustaining Business Marketing	3			IMK212
IMK340	Customer Relationship Management	3			IMK212
IMK422	Special Topics in Marketing	3			IMK212
IMK423	Seminar in Marketing	3			IMK212
IMK428	Doing Business in China	3			IMK212
IMK430	Cooperative Education	6			ICO301
IMK490	Independent Study	3			
ICO301	Pre-Cooperative Education	3			
Total			12	credits	

\*\* Remark: ICO301 and IMK430 are for students in Cooperative Education Track. But regular track students, taking ICO301 will be recorded as a Free Elective course.

### 3. Free Electives: 6 credits

All other courses offered by Bangkok University International or approved by BU International Policy Committee. Some courses available are as follows.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IEN231	English for Business Correspondence	3			
IEN232	English for Electronic Communication	3			
IEN331	English for Master of Ceremonies	3			
IEN332	English for Job Applications	3			
ICA491	Global Perspectives on International Issues: Focus on Thailand	3			
ICN101	Chinese I	3			

ICN102	Chinese II	3			ICN101
ICN201	Chinese for Business Communication	3			ICN102
ICN202	Introduction to Chinese Writing	3			
ICS310	Computer Programming	3			
IFN101	Finnish Language and Culture I	3			
IFN102	Finnish Language and Culture II	3			IFN101
IFR101	French I	3			
IFR102	French II	3			IFR101
IFR201	French III	3			IFR102
IFR202	French IV	3			IFR201
IGR101	German I	3			
IGR102	German II	3			IGR101
IGR201	German III	3			IGR102
IGR202	German IV	3			
IIL101	Italian Language and Culture I	3			
IIL102	Italian Language and Culture II	3			IIL101
IJP101	Japanese I	3			
IJP102	Japanese II	3			IJP101
IJP201	Japanese III	3			IJP102
IJP202	Japanese IV	3			IJP201
IKR101	Korean Language and Culture I	3			
IKR102	Korean Language and Culture II	3			IKR101
ILB355	Cross Cultural Studies	3			
ILB331	Thai Studies	3			
ILB444	Seminar in South East Asian Problems	3			
INW101	Norwegian Language and Culture I	3			
INW102	Norwegian Language and Culture II	3			INW101
IRS101	Russian Language and Culture I	3			

IRS102	Russian Language and Culture II	3			IRS101
ISD101	Swedish Language and Culture I	3			
ISD102	Swedish Language and Culture II	3			ISD101
ISP101	Spanish I	3			
ISP102	Spanish II	3			ISP101
ISP201	Spanish III	3			ISP102
ISP202	Spanish IV	3			ISP201
ITH101	Thai Language for Foreigner I	3			
ITH102	Thai Language for Foreigner II	3			ITH101
ITH201	Thai Language for Foreigner III	3			ITH102
ITH202	Thai Language for Foreigner IV	3			ITH201
IVN101	Vietnamese Language and Culture I	3			
IVN102	Vietnamese Language and Culture II	3			IVN102
Total			<u>6</u>	credits	



## **Regular Track**

## Regular Track

### Program of Study Bangkok University International College Marketing Major

#### First Year

##### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMA101	Fundamental Mathematics	3	2	-2	-6
IIT201	Computer and Information Technology	3	2	-2	-6
IMG101	Introduction to Business	3	3	-0	-6
ILB101	General Psychology	3	3	-0	-6
IEN105	Communicative English	3	3	-0	-6
ILB110	Intercultural Studies	3	3	-0	-6
OR					
ILB109	Politics and Government				
		18	16	-4	-36

##### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IEC203	Principles of Economics	3	3	-0	-6
ILB113	Art Appreciation	1	2	-0	-4
IPExxx	Physical Education	1	0	-2	-2
ILB100	Study Skills	1	2	-0	-4
IEN103	Critical Reading	3	2	-2	-6
IAC102	Financial Accounting	3	2	-2	-6
IMG112	Principles of Management	3	3	-0	-6
		15	14	-6	-34

## Regular Track

### Second Year

#### First Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect.</b>	<b>-Lab.</b>	<b>-Intern.</b>
IMK212	Principles of Marketing	3	3	-0	-6
ICS202	Introduction to Business Computing	3	3	-0	-6
IFI212	Business Finance	3	3	-0	-6
IEN104	College Writing	3	2	-2	-6
ILA102	Business Law	3	3	-0	-6
IEM311	Entrepreneurship	3	3	-0	-6
		18	17	-2	-36

#### Second Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect.</b>	<b>-Lab.</b>	<b>-Intern.</b>
IST202	Business Statistics	3	3	-0	-6
IPM213	Human Resource Management	3	3	-0	-6
IMG212	Production and Operation Management	3	3	-0	-6
ILB108	Critical and Creative Thinking	3	3	-0	-6
ISC201	Man and Environment	3	3	-0	-6
IPM323	Organizational Behavior	3	3	-0	-6
		18	18	-0	-36

## Regular Track

### Third Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMK427	Pricing Strategies	3	3	-0	-6
IMK421	Marketing Research	3	3	-0	-6
IMK321	Consumer Behavior	3	3	-0	-6
IMK335	Promotion Management	3	3	-0	-6
IMK329	Marketing Channels	3	3	-0	-6
ILA301	Taxation	3	3	-0	-6
		18	18	-0	-36

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMK424	International Marketing	3	3	-0	-6
IMK425	Marketing Planning and Competitive Analysis	3	3	-0	-6
IMK322	Product and Brand Management	3	3	-0	-6
IMK426	Marketing Management and Strategy	3	3	-0	-6
IMK337	Service Marketing	3	3	-0	-6
IMG311	International Business Management	3	3	-0	-6
		18	18	-0	-36

## Regular Track

### Fourth Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IAC203	Managerial Accounting	3	3	-0	-6
IMKXXX	Major Elective	3	3	-0	-6
IMKXXX	Major Elective	3	3	-0	-6
	Free Elective	3	3	-0	-6
		12	12	-0	-24

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMA104	Quantitative Techniques in Decision Making	3	3	-0	-6
IMKXXX	Major Elective	3	3	-0	-6
IMKXXX	Major Elective	3	3	-0	-6
	Free Elective	3	3	-0	-6
		12	12	-0	-24

## **Cooperative Education Track**

## Cooperative Education Track

### Program of Study Bangkok University International College Marketing Major

#### First Year

##### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMA101	Fundamental Mathematics	3	2	-2	-6
IIT201	Computer and Information Technology	3	2	-2	-6
IMG101	Introduction to Business	3	3	-0	-6
ILB101	General Psychology	3	3	-0	-6
IEN105	Communicative English	3	3	-0	-6
ILB110	Intercultural Studies	3	3	-0	-6
OR					
ILB109	Politics and Government				
		18	16	-4	-36

##### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IEC203	Principles of Economics	3	3	-0	-6
ILB113	Art Appreciation	1	2	-0	-4
IPExxx	Physical Education	1	0	-2	-2
ILB100	Study Skills	1	2	-0	-4
IEN103	Critical Reading	3	2	-2	-6
IAC102	Financial Accounting	3	2	-2	-6
IMG112	Principles of Management	3	3	-0	-6
		15	14	-6	-34

## Cooperative Education Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMK212	Principles of Marketing	3	3	-0	-6
ICS202	Introduction to Business Computing	3	3	-0	-6
IFI212	Business Finance	3	3	-0	-6
IEN104	College Writing	3	2	-2	-6
ILA102	Business Law	3	3	-0	-6
IEM311	Entrepreneurship	3	3	-0	-6
		18	17	-2	-36

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IST202	Business Statistics	3	3	-0	-6
IPM213	Human Resource Management	3	3	-0	-6
IMG212	Production and Operation Management	3	3	-0	-6
ILB108	Critical and Creative Thinking	3	3	-0	-6
ISC201	Man and Environment	3	3	-0	-6
IPM323	Organizational Behavior	3	3	-0	-6
		18	18	-0	-36



## Cooperative Education Track

### Third Year

#### First Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect.</b>	<b>-Lab.</b>	<b>-Intern.</b>
IMK427	Pricing Strategies	3	3	-0	-6
IMK421	Marketing Research	3	3	-0	-6
IMK321	Consumer Behavior	3	3	-0	-6
IMK335	Promotion Management	3	3	-0	-6
IMK329	Marketing Channels	3	3	-0	-6
ILA301	Taxation	3	3	-0	-6
		18	18	-0	-36

#### Second Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect.</b>	<b>-Lab.</b>	<b>-Intern.</b>
IMK424	International Marketing	3	3	-0	-6
IMK425	Marketing Planning and Competitive Analysis	3	3	-0	-6
IMK322	Product and Brand Management	3	3	-0	-6
IMK426	Marketing Management and Strategy	3	3	-0	-6
IMK337	Services Marketing	3	3	-0	-6
IMG311	International Business Management	3	3	-0	-6
		18	18	-0	-36

## Cooperative Education Track

### Fourth Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IAC203	Managerial Accounting	3	3	-0	-6
ICO301	Pre-Cooperative Education	3	3	-0	-6
IMA104	Quantitative Technique and Decision Making	3	3	-0	-6
IMKXXX	Major Elective	3	3	-0	-6
	Free Elective	3	3	-0	-6
	Free Elective	3	3	-0	-6
		18	18	-0	-36

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IMK430	Cooperative Education	6	0	-40	-0
		6	0	-40	-0

## Student's Academic Record

Year	Semester	GPA	CUM. GPA.	Remarks
1	First Semester			
	Second Semester			
	Summer Term			
2	First Semester			
	Second Semester			
	Summer Term			
3	First Semester			
	Second Semester			
	Summer Term			
4	First Semester			
	Second Semester			
	Summer Term			
5	First Semester			
	Second Semester			
	Summer Term			
6	First Semester			
	Second Semester			
	Summer Term			
7	First Semester			
	Second Semester			
	Summer Term			
8	First Semester			
	Second Semester			
	Summer Term			