



Knowledge with Virtue

2024

Degree Plan

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

Marketing

STUDENT'S MANUAL

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Where to Go for Help

- | | |
|--|--|
| ▪ Study Problems | - Chairperson
- Lecturers |
| ▪ GPA Lower than 1.75 | - Chairperson |
| ▪ Changing Free Elective Courses | - The Dean of BU International
- Associate Dean |
| ▪ Course Contents and Names of Lecturers | - Chairperson |
| ▪ Reserve Officer Training Corps (ROTC) | - Center for Holistic Student Development |
| ▪ University's Rules and Regulations | - The Dean of BU International
- Chairperson
- One-Stop-Service Office |
| ▪ Library Services | - Surat Osathanugrah Library |
| ▪ Financial Problems | - Center for Holistic Student Development |
| ▪ Sickness & Medical Emergency | - University's Infirmary |
| ▪ Psychological Advice | - Center for Holistic Student Development |
| ▪ Lost & Found Items | - Center for Holistic Student Development |
| ▪ Recommendation Letter | - International Affairs Office |
| ▪ Quarrel or Fight | - Chairperson
- Associate Deans |
| ▪ Other Problems | - Chairperson
- Associate Deans |

Locations of Helpers:

- The Dean of BU International - Building C6, 5th Floor
- Associate Deans - Building C6, 5th Floor
- Chairperson - Building C6, 5th Floor
- International Center - Building C6, 1st Floor
- International Office - Building C6, 1st Floor
- BUI Faculty Office - Building C6, 5th Floor
- One-Stop-Service Office - Building A3, A6, 1st 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.

The letter grades awarded by the University are as follows.

Letter Grade	Definition in English	Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit
CF	Credits from Formal Education
CS	Credits from Standardized Test
CE	Credits from Exam
CT	Credits from Trainings arranged by organizations other than institutions of higher education
CP	Credits from Portfolio

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

1st Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Introduction to Business	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Economics	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

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

Example

2nd Semester

Courses	Credits	Grades	Grade Points
Principles of Marketing	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
Citizenship and Social Dynamics	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

Grade point average of the 2nd semester = $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1st and 2nd semesters = $\frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$

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

Summer Session (If have)

Course	Credits	Grade	Grade Points
Asia and Global Community	3	A	4 X 3 = 12
Art of Life	<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 = $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st 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
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

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

Example

2nd Semester

Courses	Credits	Grades	Grade Points	
Principles of Economics	3	A	4 X 3	= 12
College Writing	3	C	2X 3	= 6
Financial Accounting	3	B	3X 3	= 9
Principles of Management	3	D+	1.5 X 3	= 4.5
Creative Leadership Skills	3	W	0 X 3	= 0
	<u>12</u>			<u>31.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

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

Summer Session

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>

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

$$\text{Cumulative grade point average} = \frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$$

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

1st 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
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

2nd 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
Creative Leadership Skills	3	C	2 X 3 = 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3 = 9
	<u>18</u>		<u>46.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

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

* 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>

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

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

* 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.

Rules and Regulations for Undergraduate Studies
2024

<http://degreeplan.bu.ac.th/>

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.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)

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
Marketing Major

Total Number of Credits

General Education		24 credits
Professional Education		99 credits
Core Courses	36 credits	
Major Requirements	45 credits	
Major Electives	18 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: 24 credits

A minimum of 24 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
English Language					
(9 Credits)					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
Required					
(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			
	Total	24			

2. Professional Education: 99 credits

2.1 Core Courses: 36 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMK150	Business Fundamentals	3			
IMK151	Essentials of Marketing	3			IMK150
IMK152	Essentials of Management	3			IMK150
IMK153	Fundamental of Accounting	3			
IMK154	Fundamentals of Economics	3			
IMK250	Human Resource and Leadership Management	3			IMK152
IMK251	Organizational and Multicultural Adaption in Business	3			IMK152
IMK252	Corporate Finance	3			
IMK253	Managerial Accounting for Business Management	3			IMK153
IMK254	Business Law and Taxation	3			
IMK255	Operations Management	3			
IMK256	Global Marketing	3			IMK151
	Total	36			

2.2 Major Requirements: 45 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMK200	Technologies for Marketing	3			
IMK201	Statistics for Marketing	3			
IMK257	Consumer Psychology and Behavior	3			IMK151
IMK300	Data Driven for Marketing	3			IMK200
IMK302	Consumer and Market Analytics	3			IMK201
IMK350	Branding and Innovative Product Development	3			IMK151
IMK351	Logistics and Distributions Management	3			IMK151
IMK352	Promotional Mix Strategies	3			IMK151
IMK353	Pricing Strategy in Marketing	3			IMK151
IMK354	Services Marketing and Customer Experiences	3			IMK151
IMK355	Marketing in Digital Era	3			IMK151
IMK356	Seminar in Marketing and Trends	3			
IMK450	Corporate Ethics for Marketing	3			
IMK451	Project Marketing Management	3			
IMK452	Professional Self-Development	3			

2.3 Major Electives: 18 credits

Choose at least 18 credits from the following courses

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMK401	Application for Database Marketing	3			IMK200
IMK402	Seminar for Data and Technologies for Marketing	3			IMK200
IMK403	Modern Tools for Searching	3			IMK200
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			IMK355
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	Specialty Product Marketing	3			
IMK475	Advertising and Integrated Marketing Communication	3			IMK352
IMK476	Sustainable Business and Marketing	3			
IMK477	E-sports Marketing	3			IMK335
IMK430	Cooperative Education**	6			
ICO301	Pre-Cooperative Education**	3			
Total			18	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.

Regular Track

Regular Track
Program of Study
Bangkok University International
Marketing Major

First Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE011	Thinking Skills for Lifelong Learning	3	3	0	6
IGE014	Aesthetics and Well-being for Life	3	3	0	6
IEN106	The Art of Writing	3	2	2	6
IMK150	Business Fundamentals	3	3	0	6
IMK154	Fundamentals of Economics	3	3	0	6
		15	14	24	30

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE012	Citizenship in Society and International Community	3	3	0	6
IGE013	Technology and Innovation for the Future	3	3	0	6
IEN108	Persuasive Presentation	3	2	2	6
IMK151	Essentials of Marketing	3	3	0	6
IMK152	Essentials of Management	3	3	0	6
IMK153	Fundamental of Accounting	3	2	2	6
		18	16	4	36

Regular Track
Second Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	0	6
IEN107	Critical Reading and Writing	3	2	2	6
IMK200	Technologies for Marketing	3	2	2	6
IMK250	Human Resource and Leadership Management	3	3	0	6
IMK252	Corporate Finance	3	3	0	6
IMK257	Consumer Psychology and Behaviour	3	3	0	6
		18	16	4	36

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK251	Organizational and Multicultural Adaption in Business	3	3	0	6
IMK254	Business Law and Taxation	3	3	0	6
IMK255	Operations Management	3	3	0	6
IMK256	Global Marketing	3	3	0	6
IMK201	Statistics for Marketing	3	2	2	6
IMK350	Branding and Innovative Product Development	3	3	0	6
		18	17	2	36

Regular Track
Third Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK253	Managerial Accounting for Business Management	3	2	2	6
IMK300	Data Driven for Marketing	3	2	2	6
IMK351	Logistics and Distributions Management	3	3	0	6
IMK352	Promotional Mix Strategies	3	3	0	6
IMK354	Services Marketing and Customer Experiences	3	3	0	6
IMKXXX	Major Elective 1	3	2	2	6
		18	15	6	36

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK353	Pricing Strategy in Marketing	3	3	0	6
IMK355	Marketing in Digital Era	3	2	2	6
IMK302	Consumer and Market Analytics	3	2	2	6
IMKXXX	Major Elective 2	3	2	2	6
IMKXXX	Major Elective 3	3	2	2	6
XXXXXX	Free Elective 1	3	3	0	6
		18	14	8	36

Regular Track
Fourth Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK356	Seminar in Marketing and Trends	3	2	2	6
IMK451	Project Marketing Management	3	2	2	6
IMKXXX	Major Elective 4	3	3	0	6
IMKXXX	Major Elective 5	3	3	0	6
		12	10	4	24

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK450	Corporate Ethics for Marketing	3	3	0	6
IMK452	Professional Self-Development	3	2	2	6
IMKXXX	Major Elective 6	3	3	0	6
XXXXXX	Free Elective 2	3	3	0	6
		12	11	2	24

Cooperative Education Track

Cooperative Education Track
Program of Study
Bangkok University International
Marketing Major

First Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE011	Thinking Skills for Lifelong Learning	3	3	0	6
IGE014	Aesthetics and Well-being for Life	3	3	0	6
IEN106	The Art of Writing	3	2	2	6
IMK150	Business Fundamentals	3	3	0	6
IMK154	Fundamentals of Economics	3	3	0	6
		15	14	24	30

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE012	Citizenship in Society and International Community	3	3	0	6
IGE013	Technology and Innovation for the Future	3	3	0	6
IEN108	Persuasive Presentation	3	2	2	6
IMK151	Essentials of Marketing	3	3	0	6
IMK152	Essentials of Management	3	3	0	6
IMK153	Fundamental of Accounting	3	2	2	6
		18	16	4	36

Cooperative Education Track
Second Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	0	6
IEN107	Critical Reading and Writing	3	2	2	6
IMK200	Technologies for Marketing	3	2	2	6
IMK250	Human Resource and Leadership Management	3	3	0	6
IMK252	Corporate Finance	3	3	0	6
IMK257	Consumer Psychology and Behaviour	3	3	0	6
		18	16	4	36

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK251	Organizational and Multicultural Adaption in Business	3	3	0	6
IMK254	Business Law and Taxation	3	3	0	6
IMK255	Operations Management	3	3	0	6
IMK256	Global Marketing	3	3	0	6
IMK201	Statistics for Marketing	3	2	2	6
IMK350	Branding and Innovative Product Development	3	3	0	6
		18	17	2	36

Cooperative Education Track
Third Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK253	Managerial Accounting for Business Management	3	2	2	6
IMK300	Data Driven for Marketing	3	2	2	6
IMK351	Logistics and Distributions Management	3	3	0	6
IMK352	Promotional Mix Strategies	3	3	0	6
IMK354	Services Marketing and Customer Experiences	3	3	0	6
IMKXXX	Major Elective 1	3	2	2	6
ICO301	Pre-Cooperative Education	3	3	0	6
		21	18	6	42

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK353	Pricing Strategy in Marketing	3	3	0	6
IMK355	Marketing in Digital Era	3	2	2	6
IMK302	Consumer and Market Analytics	3	2	2	6
IMK450	Corporate Ethics for Marketing	3	3	0	6
IMKXXX	Major Elective 2	3	2	2	6
IMK452	Professional Self-Development	3	2	2	6
		18	14	8	36

Cooperative Education Track
Fourth Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK356	Seminar in Marketing and Trends	3	2	2	6
IMK451	Project Marketing Management	3	2	2	6
IMKXXX	Major Elective 3	3	2	2	6
XXXXXX	Free Elective 1	3	3	0	6
XXXXXX	Free Elective 2	3	3	0	6
		15	12	6	30

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IMK430	Cooperative Education	6	0	35	0
		6	0	35	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			

Course Description

Bangkok University International (Marketing)

1. General Education 24 credits

IEN 106	The Art of Writing	3 (2 – 2 – 6)
	Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing	
IEN 107	Critical Reading and Writing	3 (2 – 2 – 6)
	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	
IEN 108	Persuasive Presentation	3 (2 – 2 – 6)
	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.	
IGE011	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
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 (3 – 0 – 6)
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

2.1 Core Courses 36 credits

IMK150 Business Fundamentals 3 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (2 – 2 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (2 – 2 – 6)
	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 (3 – 0 – 6)
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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 (3 – 0 – 6)
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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 (3 – 0 – 6)
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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

2.2 Major Requirements 45 credits

IMK200 Technologies for Marketing 3 (2 – 2 – 6)

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 (2 – 2 – 6)

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

IMK257	Consumer Psychology and Behavior	3 (3 – 0 – 6)
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 (2 – 2 – 6)
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 (2 – 2 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (2 – 2 – 6)
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 (2 – 2 – 6)
Seminar on marketing addressing substantial marketing issues and situations utilizing both existing and new marketing knowledge		
IMK450	Corporate Ethics for Marketing	3 (3 – 0 – 6)
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 (2 – 2 – 6)
	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 (2 – 2 – 6)
	Career preparation and business manner: constructing and maintaining professional images when working with stakeholders, including etiquette, body language, attire, and other essential skills	

2.3 Major Electives 18 credits

IMK401	Application for Database Marketing	3 (2 – 2 – 6)
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 (2 – 2 – 6)
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 (2 – 2 – 6)
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 (2 – 2 – 6)
	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 (2 – 2 – 6)
	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 (2 – 2 – 6)
	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 (2 – 2 – 6)
	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 (3 – 0 – 6)
	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 (2 – 2 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
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 (2 – 2 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (0 - 0- 12)
Student-led research or projects under teacher supervision

IMK471 Business and Marketing Plan for Business Owners 3 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
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 (3 – 0 – 6)
	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 speciality product characteristics	
IMK475	Advertising and Integrated Marketing Communication	3 (3 – 0 – 6)
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 (3 – 0 – 6)
	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 (2 – 2 – 6)
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	3 (3 – 0 – 6)
	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

$$6(0 - 35 - 0)$$

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