



Knowledge with Virtue

2026

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<br>- Lecturers                                                 |
| ▪ GPA Lower than 1.75                    | - Chairperson                                                                |
| ▪ Changing Free Elective Courses         | - The Dean of BU International<br>- 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<br>- Chairperson<br>- 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<br>- Associate Deans                                           |
| ▪ Other Problems                         | - Chairperson<br>- Associate Deans                                           |

### Locations of Helpers:

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

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

##### 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      |
| 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 1<sup>st</sup> semester =  $\frac{51}{18} = 2.83$

#### Example

##### 2<sup>nd</sup> 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 2<sup>nd</sup> semester =  $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> 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 Semester (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

#### 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 |
| 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 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    |
| 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>   |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{31.5}{12} = 2.63$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> 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 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 =  $\frac{(42+31.5+18)}{(15+12+6)} = \frac{91.5}{33} = 2.77$

### 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

### 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 |
| 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>      |

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

### 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 |
| 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>        |

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

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

\* 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.

Rules and Regulations for Undergraduate Studies  
2026

<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.staffunion.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)

## 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 |
|-------------------------|----------------------------------------------------|---------|----------------|-------|--------------|
| <b>English Language</b> |                                                    |         |                |       |              |
| <b>(9 Credits)</b>      |                                                    |         |                |       |              |
| IEN106                  | The Art of Writing                                 | 3       |                |       |              |
| IEN107                  | Critical Reading and Writing                       | 3       |                |       |              |
| IEN108                  | Persuasive Presentation                            | 3       |                |       |              |
| <b>Required</b>         |                                                    |         |                |       |              |
| <b>(15 Credits)</b>     |                                                    |         |                |       |              |
| 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                                              | 15      |                |       |              |

## 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       |

|        |                                                                    |   |  |  |        |
|--------|--------------------------------------------------------------------|---|--|--|--------|
| IMK431 | Applied Communication for Professional Practice in the Digital Era | 3 |  |  |        |
| IMK432 | Preparation for Professional Practice in the Digital Era           | 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 |

|        |                                         |   |    |         |  |
|--------|-----------------------------------------|---|----|---------|--|
| IMK478 | Sales Management and Technologies       | 3 |    |         |  |
| IMK479 | Modern Customer Relationship Management | 3 |    |         |  |
| 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

Program of Study  
 Bangkok University International  
 Bachelor of Business Administration Program in Marketing (International Program)

First Year

First Semester

Academic Year 2026

| Course Number | Course Title                                       | Credits       |                             |                |                             |
|---------------|----------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                    | August Intake |                             | January Intake |                             |
|               |                                                    | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IGE011        | Thinking Skills for Lifelong Learning              | 3             | 3                           |                |                             |
| IGE014        | Aesthetics and Well-being for Life                 | 3             | 3                           |                |                             |
| IGE012        | Citizenship in Society and International Community | 3             | 3                           |                |                             |
| IEN106        | The Art of Writing                                 | 3             | 3                           |                |                             |
| IEN107        | Critical Reading and Writing                       | 3             | 3                           |                |                             |
| IMK150        | Business Fundamentals                              | 3             | 3                           |                |                             |
| IMK153        | Fundamental of Accounting                          | 3             | 3                           |                |                             |
|               |                                                    | 21            | 21                          |                |                             |

## Second Semester

| Course Number | Course Title                                  | Credits       |                             |                |                             |
|---------------|-----------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                               | August Intake |                             | January Intake |                             |
|               |                                               | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IEN108        | Persuasive Presentation                       | 3             | 3                           | 3              | 3                           |
| IGE013        | Technology and Innovation for the Future      | 3             | 3                           | 3              | 3                           |
| IGE015        | Entrepreneurial Spirit and Financial Literacy | 3             | 3                           | 3              | 3                           |
| IMK151        | Essentials of Marketing                       | 3             | 3                           |                |                             |
| IMK154        | Fundamentals of Economics                     | 3             | 3                           | 3              | 3                           |
| IMK152        | Essentials of Management                      | 3             | 3                           |                |                             |
| IMK250        | Human Resource and Leadership Management      | 3             | 3                           |                |                             |
| IMK150        | Business Fundamentals                         |               |                             | 3              | 3                           |
| IGE011        | Thinking Skills for Lifelong Learning         |               |                             | 3              | 3                           |
| IGE014        | Aesthetics and Well-being for Life            |               |                             | 3              | 3                           |
|               |                                               | 21            | 21                          | 21             | 21                          |

## Summer Semester

| Course Number | Course Title                                       | Credits       |                             |                |                             |
|---------------|----------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                    | August Intake |                             | January Intake |                             |
|               |                                                    | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMK152        | Essentials of Management                           |               |                             | 3              | 3                           |
| IMK151        | Essentials of Marketing                            |               |                             | 3              | 3                           |
| IGE012        | Citizenship in Society and International Community |               |                             | 3              | 3                           |
|               |                                                    |               |                             | 9              | 9                           |

Program of Study  
 Bangkok University International  
 Bachelor of Business Administration Program in Marketing (International Program)

Second Year

First Semester

Academic Year 2027

| Course Number | Course Title                                          | Credits       |                             |                |                             |
|---------------|-------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                       | August Intake |                             | January Intake |                             |
|               |                                                       | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMK251        | Organizational and Multicultural Adaption in Business | 3             | 3                           | 3              | 3                           |
| IMK254        | Business Law and Taxation                             | 3             | 3                           | 3              | 3                           |
| IMK200        | Technologies for Marketing                            | 3             | 3                           | 3              | 3                           |
| IMK256        | Global Marketing                                      | 3             | 3                           | 3              | 3                           |
| IMK255        | Operations Management                                 | 3             | 3                           |                |                             |
| IMK252        | Corporate Finance                                     | 3             | 3                           | 3              | 3                           |
| IMK257        | Consumer Psychology and Behavior                      | 3             | 3                           | 3              | 3                           |
| IMK153        | Fundamental of Accounting                             |               |                             | 3              | 3                           |
|               |                                                       | 21            | 21                          | 21             | 21                          |

## Second Semester

| Course Number | Course Title                                  | Credits       |                             |                |                             |
|---------------|-----------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                               | August Intake |                             | January Intake |                             |
|               |                                               | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMK201        | Statistics for Marketing                      | 3             | 3                           | 3              | 3                           |
| IMK250        | Human Resource and Leadership Management      |               |                             | 3              | 3                           |
| IMK350        | Branding and Innovative Product Development   | 3             | 3                           | 3              | 3                           |
| IMK253        | Managerial Accounting for Business Management | 3             | 3                           | 3              | 3                           |
| IMK351        | Logistics and Distributions Management        | 3             | 3                           | 3              | 3                           |
| IMK352        | Promotional Mix Strategies                    | 3             | 3                           | 3              | 3                           |
| IMK354        | Services Marketing and Customer Experiences   | 3             | 3                           | 3              | 3                           |
| XXXXXX        | Free Elective 1                               | 3             | 3                           |                |                             |
|               |                                               | 21            | 21                          | 21             | 21                          |

## Summer Semester

| Course Number | Course Title                 | Credits       |                             |                |                             |
|---------------|------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                              | August Intake |                             | January Intake |                             |
|               |                              | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IEN106        | The Art of Writing           |               |                             | 3              | 3                           |
| IEN107        | Critical Reading and Writing |               |                             | 3              | 3                           |
| XXXXXX        | Free Elective 1              |               |                             | 3              | 3                           |
|               |                              |               |                             | 9              | 9                           |

Program of Study  
 Bangkok University International  
 Bachelor of Business Administration Program in Marketing (International Program)

Third Year

First Semester

Academic Year 2028

| Course Number | Course Title                  | Credits       |                             |                |                             |
|---------------|-------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                               | August Intake |                             | January Intake |                             |
|               |                               | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMK255        | Operations Management         |               |                             | 3              | 3                           |
| IMK300        | Data Driven for Marketing     | 3             | 3                           | 3              | 3                           |
| IMK353        | Pricing Strategy in Marketing | 3             | 3                           | 3              | 3                           |
| IMK355        | Marketing in Digital Era      | 3             | 3                           | 3              | 3                           |
| IMKXXX        | Major Elective 1              | 3             | 3                           | 3              | 3                           |
| IMKXXX        | Major Elective 2              | 3             | 3                           | 3              | 3                           |
| IMKXXX        | Major Elective 3              | 3             | 3                           | 3              | 3                           |
| XXXXXX        | Free Elective 2               | 3             | 3                           |                |                             |
|               |                               | 21            | 21                          | 21             | 21                          |

### Second Semester

| Course Number | Course Title                    | Credits       |                             |                |                             |
|---------------|---------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                 | August Intake |                             | January Intake |                             |
|               |                                 | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMK356        | Seminar in Marketing and Trends | 3             | 3                           | 3              | 3                           |
| IMK451        | Project Marketing Management    | 3             | 3                           | 3              | 3                           |
| IMK302        | Consumer and Market Analytics   | 3             | 3                           | 3              | 3                           |
| IMKXXX        | Major Elective 4                | 3             |                             | 3              |                             |
| IMK450        | Corporate Ethics for Marketing  | 3             | 3                           | 3              | 3                           |
| IMK452        | Professional Self-Development   | 3             | 3                           | 3              | 3                           |
| XXXXXX        | Free Elective 2                 |               |                             | 3              | 3                           |
| ICO301        | Pre-cooperative Education       |               | 3                           |                | 3                           |
|               |                                 | 18            | 18                          | 21             | 21                          |

### Summer Semester

| Course Number | Course Title          | Credits       |                             |                |                             |
|---------------|-----------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                       | August Intake |                             | January Intake |                             |
|               |                       | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IMKXXX        | Major Elective 5      | 3             |                             | 3              |                             |
| IMKXXX        | Major Elective 6      | 3             |                             | 3              |                             |
| IMK430        | Cooperative Education |               | 6                           |                | 6                           |
|               |                       | 6             | 6                           | 6              | 6                           |

# 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

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |               |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| IEN106 | The Art of Writing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3 (2 – 2 – 6) |
|        | Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing                                                                                                                                                                                                                                                                                                                                                                                    |               |
| IEN107 | 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                                                                                                                                                                                                                                                                                        |               |
| IEN108 | 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 |               |



|        |                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 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)

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)

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)

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

Prerequisite: IMK151 or Dean's Approval

|        |                           |               |
|--------|---------------------------|---------------|
| IMK300 | Data Driven for Marketing | 3 (2 – 2 – 6) |
|--------|---------------------------|---------------|

|        |                               |               |
|--------|-------------------------------|---------------|
| IMK302 | Consumer and Market Analytics | 3 (2 – 2 – 6) |
|--------|-------------------------------|---------------|

|        |                                             |               |
|--------|---------------------------------------------|---------------|
| IMK350 | Branding and Innovative Product Development | 3 (3 – 0 – 6) |
|--------|---------------------------------------------|---------------|

|        |                                        |               |
|--------|----------------------------------------|---------------|
| IMK351 | Logistics and Distributions Management | 3 (3 – 0 – 6) |
|--------|----------------------------------------|---------------|

|               |                                                                                                                                                                                                                                                                                                                                                     |               |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 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 |               |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IMK431 | Applied Communication for Professional Practice in the Digital Era 3 (3 -0 - 6)                                                                                                                                                                                                                                                                                                                                                                                                                       |
|        | Development of communication skills essential for professional practice in the digital era, with emphasis on verbal communication, writing, digital communication, presentations, interpersonal and intercultural communication, as well as the use of digital tools for collaboration in professional contexts; students practice communication through simulated and real-world-related situations in order to strengthen professional personality, personal branding, and employability readiness. |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                            |               |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| IMK432 | Preparation for Professional Practice in the Digital Era                                                                                                                                                                                                                                                                                                                                                                   | 3 (3 – 0 – 6) |
|        | Study of work in professional contexts in the digital era, with emphasis on professionalism, workplace ethics, teamwork, adaptability to change, the use of digital tools for task and project management, as well as the analysis and solution of problems in real or simulated workplace situations; students produce work or a portfolio reflecting job readiness and self-development for future professional careers. |               |
| 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                                                                                                                                                                                                                   |               |
| 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

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