

Faculty of Business Administration: Department of Marketing

The Department of Marketing offers courses for students who wish to join the B.B.A. program in Marketing. Students who complete this major will have the required knowledge and skills required to pursue professional careers in marketing. The curriculum covers a comprehensive study of marketing topics. The method of teaching combines lectures with practical activities like term projects, seminars, workshops; all in an effort to enable students to master the application of their studies.

B.B.A Marketing

Rationale

The modern world of business is highly competitive and to be successful tomorrow's marketing executives need a thorough understanding of the modern marketing techniques. This program has been developed to create marketing executives who are able to meet the global marketing challenge.

The curriculum is designed to educate students with the traditional theories of Marketing as well as to expose them to the more current developments in the same field. By providing a general knowledge in humanities, social science, languages and literature of Western and Asian cultures, the program will enable the students to work well with their counterparts from diverse cultures. The program is suitable both for students who wish to join the professional arena as well as for those who wish to go on to further education.

Objectives

This program aims to develop highly intelligent graduates who will:

1. Have the knowledge, skills and discipline to work in the highly competitive field of Marketing.
2. Be able to apply the knowledge and skills learned to perform effective marketing functions for international business organizations.
3. Have a strong sense of moral and social responsibility not only towards their immediate communities, but towards the entire global community.
4. Have a positive attitude toward international business functions and appreciate the value of hard work to achieve advancement in Marketing professions.
5. Be able to continue their professional education in Marketing and other related fields.

Curriculum Structure

All majors in the Faculty of Business Administration take a set of General Education courses and a common set of courses called the *Professional Core Courses*. Each course below comprises three credit hours, except for PHE, LIB 299, BUS 299, which are one credit hour each, and internships, which are six credit hours.

General Education **35 credits**

Humanities (11 credits total)

Required courses (2 credits)

BUS	299	Professional Lectures
LIB	299	Social Service and Etiquette
PHE	XXX	Physical Education

Elective courses (choose 9 credits from the following)

ART	101	Art Appreciation
GEO	101	World Geography
HIS	101	Thailand in Global Perspective
HIS	102	E & W Worlds in Contemporary Perspective
HIS	103	Asia in Global Perspective
HIS	104	Foundation of Western Civilization
MUS	101	Music of World Cultures
PHI	101	Philosophy

XXX 101 Foreign Language (Chinese, French, German, Italian, Japanese, Spanish or Thai)

Social Science (choose 6 credits from the following)

ATH 101 Cultural Anthropology
POL 103 Society and Government
PSY 101 General Psychology
PSY 102 Personality Development
SOC 101 People and Society

Language (9 credits)

ENG 101 College English I
ENG 102 College English II
ENG 103 College English III

Science and Mathematics (9 credits)

ISM 103 Computer Applications
MAT 101 Basic Mathematics
STA 101 Introduction to Statistics

Professional Core Courses 45 credits

ACC 101 Principles of Accounting I
ACC 102 Principles of Accounting II
ACC 314 Managerial Accounting
BUS 206 Principles of Management
BUS 326 Taxation
BUS 331 Operations Management
BUS 421 Strategic Management
ECO 202 Microeconomics
ECO 203 Macroeconomics
LIB 300 Business Communications
FIN 220 Business Finance
ISM 200 Information Technology
MKT 213 Principles of Marketing
BUS 375 Business Research
STA 201 Business Statistics

Major Requisites 30 credits

MKT 220 Consumer Behavior
MKT 321 Integrated Marketing Communication
MKT 341 Product Management and Pricing Strategy
MKT 364 Business to Business Marketing
MKT 433 Supply Chain Management
MKT 435 Retail Management
MKT 437 Marketing Research
MKT 440 Marketing Management
MKT 499 Internship

Major Electives 6 credits

MKT 332 Services Marketing
MKT 350 International Marketing
MKT 361 Direct Marketing
MKT 365 Personal Selling
MKT 370 e-Marketing
MKT 410 Purchasing
MKT 429 Advertising and Media Management

MKT	434	Wholesaling
MKT	441	Sales Management
MKT	451	Quantitative Factors for Marketing
MKT	480	Current Issues in Marketing

Minor 15 credits

Students are required to complete a minimum of fifteen (15) credits for their chosen minor from courses currently offered at the University.

Free Electives 6 credits

Students are required to complete a minimum of six (6) credits to fulfill their free electives requirement. This can include courses from any discipline that are not otherwise listed as required courses.

Choosing Marketing as a minor

Students from other departments interested in taking Marketing as their minor are required to take MKT 213: Principles of Marketing (Pre-requisite) before taking other advanced marketing courses to fulfill their minor requirement. However, please note that MKT 213: Principles of Marketing is a required course for all business majors and is therefore counted as a Professional Core Course, not a Minor course.

3-Year Study Plan: Marketing

First Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
ENG 101 3	ENG 102 3	ENG 103 3
ACC 101 3	STA 101 3	ISM 200 3
PSY 101 3	ISM 103 3	PSY 102 3
MAT 101 3	ACC 102 3	STA 201 3
ATH 101/GEO 101/ MUS 101/ PHI101/HIS101/102/103/104 3	ART 101/GEO 101/MUS 101/ PHI101/ HIS 101/102/103/104 3	ART 101/GEO 101/MUS 101/ PHI101/ HIS 101/102/103/104 3
PHE xxx 1		
16	15	15

Second Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
ECO 202 3	ECO 203 3	LIB 300 3
MKT 220 3	MKT 321 3	MKT 364 3
MKT 213 3	MKT 341 3	MKT 433 3
BUS 206 3	FIN 220 3	ACC 314 3
Free Elective 1/2 3	Free Elective 2/2 3	Major Elective 1/2 3
BUS299/LIB299 1		
16	15	15

Third Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
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MKT 435	3	MKT 440	3	BUS 421	3
MKT 437	3	BUS 331	3	Minor 4/5	3
BUS 326	3	BUS 375	3	Minor 5/5	3
Minor 1/5	3	Minor 2/5	3	MGN 499 (Internship)	6
Major Elective 2/2	3	Minor 3/5	3		
	15		15		15

