

DSM DIGITAL AND
STRATEGIC
MARKETING

DUAL DEGREE

Launch a global marketing career with an international study pathway at the Lubin School of Business at Pace University in New York City.

Students complete their first two years at Stamford and finish the remainder of their studies at the Lubin School of Business, graduating with two internationally recognized degrees and valuable global experience.

At the Lubin School of Business, students may pursue a BBA with a concentration in Global Marketing Management or Advertising and Integrated Marketing Communication, gaining advanced knowledge in international branding, digital marketing, and integrated marketing strategy while studying in one of the world's leading business and media capitals.



The Bachelor of Business Administration in Digital and Strategic Marketing transforms students' creativity, analytical thinking, and technological understanding into powerful marketing strategies that drive real business results.

Students learn from an international faculty in a diverse, global learning environment while developing expertise in digital and AI-driven marketing, analytics, branding, and strategic marketing. The program builds the ability to uncover consumer insights, position brands effectively, and design data-driven marketing campaigns that deliver measurable impact in today's rapidly evolving digital marketplace.

Hands-on, industry-based projects provide practical experience in executing real campaigns across social media, content strategy, performance marketing, and growth planning. Applications of Big Data further strengthen analytical capabilities, while an International Dual Degree pathway and global internship opportunities expand professional exposure and enhance career mobility.

Where Creativity Meets Data. Where Strategy Meets Action.



INDUSTRY LINKAGE

- CP ALL Public Company Limited
- Embassy of Italy Bangkok
- Foresight Research Co. Ltd.
- Oriental Residence Bangkok
- The Mall Group
- The Plaza Athenee Hotel Bangkok
- PTT Exploration and Production Public Company Limited
- 9Brilliant Co. Ltd.
- Central Group Thailand
- L'Oréal
- Lotus's

CAREER OPPORTUNITIES

- Digital Marketing Manager
- Social Media Strategist
- Brand Manager / Brand Strategist
- Content Marketing Strategist
- Growth Marketing Manager
- Search Engine Optimization (SEO) Specialist
- Marketing Automation Specialist
- Customer Insights Analyst
- Digital Advertising Specialist
- E-Commerce Marketing Manager
- Marketing Data Analyst
- Performance Marketing Specialist



OFFICE HOURS: Monday - Friday. 8:30 A.M. - 05:30 P.M.

APPLY NOW!
INTAKE: MARCH, JULY, NOVEMBER



Mr. Phichitphol Sitthipo | Thai
Lecturer

Mr. Phichitphol Sitthipo holds a Master's in International Business Management and a Bachelor's in Business Administration. He has over a decade of experience teaching marketing and business courses, including Strategic Marketing, Sales Management, and Integrated Marketing Communications. Prior to academia, he worked in product marketing, managing product portfolios, leading product development, organizing marketing campaigns, and conducting sales training. His expertise includes marketing strategy, product management, and business development.



Mr. Martin Feichtenschlager | Austrian
Lecturer

Mr. Martin Feichtenschlager has a Master's in Business Administration with an emphasis in Marketing and double Bachelor's degrees in Marketing and Psychology. He has over 6 years of marketing experience in the areas of research and social media, as well as 5 years of experience working as a project manager and game designer for mobile gaming start-ups.



Mr. Vasileios Prassas | Greek
Lecturer

Mr. Vasileios Prassas holds a Master's degree in Marketing from Northumbria University, UK and a Bachelor Degree in Management & Business Administration from University of Reading, UK. He has 10 years experience in B2B Sales, and 4 years in Commercial/Trade Marketing and Branding in FMCG and Electrical Appliances industries. He has been working as a university lecturer for the past 12 years.



STAMFORD INTERNATIONAL UNIVERSITY
 admissions@stamford.edu (Domestic)
 international@stamford.edu (International)
 +66 2 769 4056 [stamfordthailand](http://stamfordthailand.com) www.stamford.edu

General Education 40 Credits

Basic Core 40 Credits

You must complete the following 10 subjects (40 credits)

- ACC120 Introduction to Financial Accounting
- ACC130 Management Accounting
- BUS110 Fundamentals of Management
- ECO210 Fundamentals of Economics
- ENI210 Business Innovation and Creativity
- FIN210 Principles of Business Finance
- LAW320 Business Legal Framework
- BUS121 Modern Business Technologies
- BUS120 Human Capital Management
- MKT110 Fundamentals of Marketing

Professional Core 60 Credits

You must complete the following 15 subjects (60 credits)

- MKT120 Global Marketing
- MKT121 Integrated Omnichannel Marketing Communications
- MKT130 Digital Marketing Strategies
- MKT210 Applied Social Media Marketing
- MKT211 Consumer Insights and Decision-Making
- MKT220 E-Commerce and Modern Distribution Management
- MGN230 Research Methods for Decision-Making and Analysis
- MKT310 Marketing Analysis and Strategies
- MKT231 Customer-Centric Brand Strategy
- MGN311 Applied Business Communication in a Digital Age
- MKT322 Strategic Decisions in Product and Pricing
- MKT311 Designing and Managing Digital Campaigns
- MKT320 Applied Selling and Sales Management
- MKT321 Predictive Analytics and Big Data
- MKT330 Applied Marketing Strategy Project

Free Electives 8 Credits

Free electives allow you to study in an area of personal interest. You must complete 2 subjects in this category, and you may choose any subject you are eligible to offer at the university.

Internship 12 Credits

Your Internship allows you to put into practice the knowledge and skills you acquired during your coursework and reflect on how well you can apply these skills. Your Internship is to be taken in your last term, after completing all your coursework and will provide you with your final 12 credits to graduate.

