

(International Program)

Year 1 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01130171	Financial of Accounting	3(3-0-6)
01132111	Principles of Management	3(3-0-6)
01999111	Knowledge of the Land	2(1-2-3)
01175xxx	Physical Educations	1(0-2-1)
	Aesthetics	3(- -)
	Entrepreneurship	2(- -)
	Language and Communication	3(- -)
Total		17(- -)
Year 1 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108111	Microeconomics I	3(3-0-6)
01134111	Principles of Marketing	3(3-0-6)
01999021	Thai Language for Communication	3(3-0-6)
	Language and Communication	3(- -)
	Thai Citizen and Global Citizen	3(- -)
	Language and Communication	1(- -)
Total		16(- -)
Year 2 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01136112	Marketing and Laws	3(3-0-6)
01133211	Operations Management	3(3-0-6)
	Language and Communication	3(- -)
	Wellness	3(- -)
	Entrepreneurship	3(- -)
Total		15(- -)

Year 2 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01103112	Business Finance	3(3-0-6)
01134211	Consumer Behavior	3(3-0-6)
01136211	Statistics for Marketing	3(3-0-6)
01134331	Product and Price Policy	3(3-0-6)
01134351	Integrated Marketing Communication	3(3-0-6)
01136312	Creative Marketing	3(3-0-6)
Total		18(- -)
Year 3 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01134321	International Marketing	3(3-0-6)
01134323	Strategic Marketing Planning	3(3-0-6)
01134341	Marketing Channel Management	3(3-0-6)
01134491	Basic Research Methods in Marketing	3(3-0-6)
01136321	Entrepreneurial Marketing	3(3-0-6)
	Specific Elective	3(- -)
Total		18(- -)
Year 3 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)
	Specific Elective	15(- -)
Total		15(- -)
Year 4 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
	Specific Elective	6(- -)
Total		6(- -)
Year 4 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01134498	Special Problems	3
	Specific Elective	6(- -)
	Free Elective	6(- -)
Total		15(- -)

01134111	Principles of Marketing	3(3-0-6)
	Nature and process of marketing. Concepts, role, functions and factors of marketing. Market segmentation. Selecting target market. Consumer behavior. Marketing mix and marketing research.	
01134212	Consumer Behavior	3(3-0-6)
	Principles and analysis of consumer behavior. Considering factors for buying decision both internal and external factors. Including the results from studying consumer behavior to set up marketing strategies.	
01134311	Purchasing	3(3-0-6)
	<p>Role and importance of purchasing in modern business. The responsibility of purchasing officer. Relations with other departments in an organization. Purchasing's policies and rules. Centralization and decentralization of purchasing. The determination of specification, quantity and source. Contract and legal problems. Data analysis of bill order, cost, price, profit, capital and risk.</p> <p>Comparing the benefit between producing, purchasing and rent.</p>	
01134312	Sales Management	3(3-0-6)
	Sales organization. Sales planning policies. Recruiting, screening and selecting applicants. Sales compensation. Sales incentive by good moral supports. Sales planning and analysis. Sales quotas. Sales budgeting. Sales and cost analysis. Sales evaluation and controlling.	
01134314	Marketing Ethics	3(3-0-6)
	Concepts of marketing ethics. Marketing ethics of business institutions. Factors determining marketing ethics. Marketing ethic approach in planning marketing strategies. Problems and arguments concerning in implementation of marketing ethics.	

01134315	Marketing for Social and Environment Responsibility	3(3-0-6)
	Definition, importance, concepts and philosophy of marketing for social, environment responsibility. Marketing Mix for social and environmental responsibility Using marketing management for changing consumers and business behaviors to responsible for society and environment in order to reach the sustainable development. Case studies.	
01134321	International Marketing	3(3-0-6)
	Importance and environment of international marketing. Roles and policies of government. Criteria for products and markets selections. Packaging, pricing, handling, agent selecting and promotion. Planning and controlling. Problems and barriers in international marketing.	
01134322	Electronic Marketing	3(3-0-6)
	Planning and strategy for electronic marketing. The strategy of analyzing environment, consumer behavior, market segmentation, market targeting and market positioning. Managing product, price and distribution on internet. Electronic marketing communication and customer relationship management.	
01134323	Strategic Marketing Planning	3(2-2-5)
	Writing marketing plan. Examine how marketing plans can change with the life cycle or market conditions of product or service. Developing a model of marketing plan that include an analysis of internal and external environment, segmentation, marketing and product positioning, and defining marketing mix strategy; product, pricing, distribution and promotion.	
01134324	Sport Marketing	3(3-0-6)
	Knowledge and Understanding about the applications of marketing and strategic marketing concepts to sport products and services, and the marketing of non-sport products through an association to sports. Strength, Weakness, Opportunities and Threats analysis of sporting organizations, sponsorships, branding, promotions, public relations, licensing, and research about sports consumer behavior.	
01134331	Product and Price Policy	3(3-0-6)

	<p>Manager's concepts in planning and setting product and price policy.</p> <p>Setting product mix. Developing marketing strategy for product and price related to product life cycle. Studying internal and external environment that influence and to set product and price policy.</p>	
01134341	Marketing Channel Management	3(3-0-6)
	<p>Nature, structure and type of marketing channel. Role, function and development of channel systems. Conflict and co-operation of marketing institutions. Selecting, evaluating and controlling marketing channel. Factors and environment that effect marketing channel management.</p>	
01134342	Retailing	3(3-0-6)
	<p>Characteristic and revolution of retailing. Retailing institutions. Retailing management. Location. Organizational management. Personnel management. Merchandising management. Price setting. Promotion methods and retailing services. Controlling system and trend of retailing business.</p>	
01134351	Integrated Marketing Communication	3(3-0-6)
	<p>Marketing communication strategy through advertising, sales promotion, personal selling, public relations, direct marketing and other communications. Creating brand awareness, brand image and buying behavior.</p>	
01134353	Customer Relationship Management	3(3-0-6)
	<p>Marketing process to build long-term relationship with customers. Marketing programs decision to create good understanding and relationship between organizations and market, including customers and stakeholders. Value added buying decision through win-win strategy. Strategy for customer retention, new customer acquisition, and customer win back.</p>	
01134354	Salesmanship	3(3-0-6)
	<p>Principles of selling process. Analysis of the buying decisions process. Characteristics and behavior of consumer. Psychology in sales incentive. Principles of psychological for consumer motivation. Data collection for planning approach to target market. Training salesmen. Technique of negotiation relationship to customer and sales contracting.</p>	

01134355	Sales Promotion	3(3-0-6)
	Definition, importance and objectives of sales promotion. Consumer promotion, trade promotion, sales force promotion, communication and selling promotion, Decision to select sales promotion tools. Roles of sender, receiver and Message of sales promotion. Marketing communication process and the effectiveness of sales promotion.	
01134356	Advertising	3(3-0-6)
	Roles, importance, development and concept of advertising. Organizing of advertising, composition of advertising work, selecting media, preparing campaign, budgeting and evaluation of advertising. Law and ethic concerning with advertising.	
01134411	Marketing Management	3(3-0-6)
	Concepts of marketing management. Roles and functions of marketing manager. Policy and strategy of product management, price management, channel management and promotion management. Analysis, planning, controlling and organizing. Problem and case study in marketing.	
01134412	Sales Forecasting	3(3-0-6)
	Theory and importance of sales forecasting. Techniques and methods of forecasting: types of data, analyzing data in quantitative and qualitative. Factors influencing the reliability of forecasting including the application of forecasting output for improvement and development of the marketing plan.	
01134413	Marketing and Decision Making	3(3-0-6)
	Responsibility of a marketing manager in decision making. Marketing problems, classification and grading. Scope of marketing decision making. Selection in problem solving technic and decision making technic. Building the theoretical base for developing a marketing decision making. Qualitative and quantitative decision making. Marketing planning process and decision making.	

01134421	Export - Import Management	3(3-0-6)
	Principles and practices of export and import. Rules, regulation and Restriction of export and import. Documentations. Buying and selling contracts. Customs procedures. Packing, handling and transporting. Export-import payments. Organizing and managing export-import departments. Government offices and private institutions relating to export-import business.	
01134422	Service Marketing	3(3-0-6)
	Nature and scopes of service marketing. Type of service. Service consumer behavior. Marketing mix of service. Structure and development of service institution. Study in specific service business.	
01134423	Business to Business Marketing	3(3-0-6)
	Principles and Theory, including process of Business to Business Marketing which determine as product and service for business or Industry. The differences between consumer goods and business goods. Analysis of organizational buying behavior market segmentation, targeting market and market positioning strategic planning of business marketing planning, implementing and controlling of marketing mix. Management of corporate social responsibility for planning and implementing business marketing.	
01134431	Product Development and Design	3(3-0-6)
	Relation between marketing, design and manufacturing for product development and launching. Product development process, identifying customer needs, product concept generation, product architecture, industrial and manufacturing design, product launching, follow up and evaluation.	
01134432	Price Strategy	3(3-0-6)
	Price concept, effective pricing management, economic knowledge of pricing. Understanding customer behavior to pricing. Role of costs in pricing decision and analysis marketing profit competency. Developing pricing strategies. Legal aspect of pricing strategy	

01134442	Principles of Logistics Management	3(3-0-6)
	Principles and process of logistics in order to support materials and finished goods logistics concept through main logistics activities. Logistics strategy management in globalization.	
01134490	Cooperative Education	6
	On the job training as a temporary employee according to the assigned project including report writing and presentation.	
01134491	Research Methods in Marketing	3(3-0-6)
	Principles and methods in marketing research, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.	
01134497	Seminar	1
	Presentation and discussion on current interesting topics in marketing at the bachelor's degree level.	
01134498	Special Problems	3
	Study and research in marketing at the bachelor's degree level and compiled into written report.	
01136112	Marketing and Laws	3(3-0-6)
	Importance of legal environment in marketing. Definition and classification of laws and marketing laws. Laws and regulations involving consumer protection, computer and information technology, intellectual property, trade agreements, product liability, product standards, pricing, electronic commerce, franchise, advertising, sales promotion, direct sales, direct marketing and other legal issues for marketers. Assessing the influence of legal environment on marketing decisions and activities.	
01136211	Statistics for Marketing	3(3-0-6)
	Application of statistics to marketing. Data mining. Estimation and hypotheses testing. Populations, samples, and sampling techniques. Data collection methods. Describing data using descriptive statistics and	

	inferential statistics. Reporting data for marketing decision making. Marketing statistics, content marketing statistics, search engine marketing statistics, social media statistics, video marketing statistics, email marketing statistics, mobile marketing statistics, lead generation statistics, advertising statistics and other marketing statistics.	
01136311	Sustainable Marketing	3(3-0-6)
	Concepts and importance of sustainable marketing. Performance measurement using a triple bottom line concept with regard to economic, social and environmental aspects. Sustainable consumer behavior. Social marketing, environmental marketing and critical marketing. Sustainable marketing plans. Case studies.	
01136312	Creative Marketing	3(3-0-6)
	Concepts and importance of creativity in marketing. Developing creative marketing plans. Implementing and evaluating the plan.	
01136321	Entrepreneurial Marketing	3(3-0-6)
	An overview of characteristics, concept, procedures, techniques and marketing strategies for entrepreneurs. Marketing creativity for business operations. Code of conducts of marketers in doing business, Market Research for goods and services. Develop a marketing plan.	
01136322	Event Marketing	3(3-0-6)
	Concepts about marketing tools for special events marketing. Components and characteristics of special events. Factors influencing event marketing planning; Customers, environmental factors and competitors. Implementing and developing plans. Steps in implementing marketing plans for special events including developing brands through special events marketing.	
01136323	Healthcare Marketing	3(3-0-6)
	Theories and methodologies related to healthcare marketing. Analyzing healthcare markets and consumer decision making for healthcare product. Marketing research in healthcare products and services. Marketing plans for healthcare business services.	

01136411	Marketing in Disruptive Era	3(3-0-6)
	Advanced technologies disrupting future business. Market disruption processes. Marketing strategic planning for new market situations.	
01136412	Study Abroad	1-6
	Learning and self development from courses taken at overseas universities.Credit equivalence according to Kasetsart University regulations.	
01136421	Business Knowledge from Overseas Universities	1-15
	Knowledge in business at the bachelor's degree level taken in overseas universities. Credit equivalence according to Kasetsart University regulation.	
01136490	Cooperative Education	6
	On the job training as a temporary employee according to the assigned project including report writing and presentation.	
01136492	Field Experience in Marketing	3
	Study and research in marketing at the bachelor's degree level and compiled into written report.	
01136496	Selected Topics in Marketing	3(3-0-6)
	Study and research in marketing at the bachelor's degree level and compiled into written report.	

Business Subjects Course Descriptions

01101181	Microeconomics I	3(3-0-6)
	<p>Meaning, nature and methods of economic study. Economic problems. Functioning of the economy. Demand, supply, price, elasticity of demand and supply, application of demand and supply. Consumer behavior and utility. Production and cost, short-run cost and long-run cost, production in the long-run and the very long-run concerning progress and pollution. Price determination in different types of market, application of price theory. Income distribution, determination of wage, interest, and return on investment; poverty and inequality.</p>	
01131211	Business Finance	3(3-0-6)
	<p>Concepts and evolution of management. Managerial jobs. Business environment affecting business management. Business ethics and corporate social responsibility. Managerial roles and management functions of managers. Business decision-making, planning, organizing, leading, and controlling.</p>	
01133211	Operations Management	3(3-0-6)
	<p>Prerequisite: 01132111</p> <p>Basic principles and functions in operations management. Planning, organizing design and control of operations system; quantitatively. Field study included</p>	