



## DEPARTMENT OF MARKETING

### DEGREE CONFERRED

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

### GRADUATION REQUIREMENTS

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Assumption University confers the degree of Bachelor of Business Administration in Marketing Management upon students who meet all requirements specified in the Graduate Program Standard Criteria B.E. 2548 and Assumption University Bylaw B.E. 2548 as follows:

- Complete the total number of credits of the curriculum
- Obtain a cumulative grade point average of at least 2.00
- Participate in 16 sessions of the Business Professional Ethics Seminar
- Have library and financial clearance with the University
- Have demonstrated good behavior and discipline

### OBJECTIVES

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To provide the graduates with the following desirable characteristics:

- Morally sound, committed to acting justly and open to further growth
- Knowledgeable of marketing principles, possess analytical tools and practical knowledge to make sound marketing decision
- Flexible competent and well-rounded in confronting and solving business problems
- Able to work as a team and motivate others to work
- Have positive attitude, interpersonal, communication and presentation skills, IT skills and entrepreneurial skills



## COURSES

### A. General Education Courses 40 Credits

#### Language Courses 15 Credits

BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
GE 1403	Communication in Thai (for Thai students)	3

#### Social Science Courses 12 Credits

ECO 2201	Microeconomics	3
ECO 2202	Macroeconomics	3
GE 2202	Ethics	3
MGT 1101	Introduction to Business	3

#### Humanities Courses 7 Credits

GE 1204	Physical Education	1
GE 2101	World Civilization	3
MGT 2404	Managerial Psychology	3

#### Science and Mathematics Courses 6 Credits

MA 1200	Mathematics for Business	3
GE 1301	Environmental Science	3



**B. Specialized Courses 93 Credits**

**Business Core Courses 48 Credits**

ACT 1600	Fundamentals of Financial Accounting	3
ACT 2620	Fundamentals of Managerial Accounting	3
SA 1201	Statistics I	3
BG 1400	Business Law I	3
BG 1401	Business Law II	3
SA 2200	Statistics II	3
MIS 1221	Computer Literacy	0
MIS 2111	Introduction to Management Information Systems	3
MIS 2221	Quantitative Analysis Tools	0
FIN 2700	Money, Banking and Financial Markets	3
FIN 3701	Corporate Finance	3
IBM 2702	International Business Environment	3
MGT 2900	Principles of Management	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MGT 4914	Entrepreneurship	3
MKT 2280	Principles of Marketing	3

**Major Required Courses 30 credits**

MIS 3122	Principles of Electronic Commerce	3
MKT 3102	Integrated Marketing Communications	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 3620	Global Marketing	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4829	Marketing Decision Making	3
MKT 4855	Research in Marketing	3

**Concentration Courses**

Students must choose one of the three following plans as their concentration courses.

**Plan A**  
**Major Concentration Courses 15 Credits**

Or  
**Plan B:**  
**Business Concentration Courses 15 Credits**

Or  
**Plan C**  
**Major Elective Courses 15 Credits**

**PLAN A – Major Concentration Courses 15 credits**

Students pursuing PLAN A must select a concentration in the major area and study the five specified courses.

**Digital Marketing**

MKT 3867	Social Media and Online Marketing	3
MKT 3868	Content Marketing	3
MKT 3869	Digital Consumer Insights	3
MKT 4777	Communications and Digital Media Strategy	3
MKT 4887	Online Entrepreneurship	3

**Integrated Marketing Communications**

MKT 3627	Sales Promotion	3
MKT 3839	Event Marketing and Public Relations	3
MKT 4726	Advertising and Creative Strategy	3
MKT 4727	Integrated Media Planning	3
MKT 4849	IMC Campaign Planning	3

**Strategic Marketing**

MKT 3629	Pricing Strategy and Decisions	3
MKT 3823	Marketing Channel Strategy and Decisions	3
MKT 4806	Product and Brand Management	3
MKT 4811	Seminar in Marketing	3
MKT 4848	Contemporary Issues in Marketing	3



### PLAN B – Business Concentration Courses 15 credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

#### Advertising

AD 3106	Art Direction	3
AD 3112	Brand Communication	3
AD 3114	Interactive Advertising and Marketing Communication	3
AD 4108	Basic Copywriting (English)	3
CA 2013	Utilization of Multimedia Tools	3

#### Management Information Systems

MIS 3111	Business Process Management	3
MIS 3121	Database Systems	3
MIS 4111	Information Systems Project Management	3
MIS 4122	Business Intelligence	3
MIS 4211	Information Systems Strategy, Management, and Acquisition	3

#### Finance

FIN 3711	Investment	3
FIN 3724	Financial Feasibility Planning	3
FIN 3821	Valuation	3
FIN 3822	Bank Management	3
FIN 3823	Financial Management	3

#### Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 4111	Food and Beverage Service	3
HTM 4402	Tourism Destination Management	3

#### International Business Management

IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4840	Global Supply Chain Management	3
IBM 4811	International Strategic Management	3

#### Industrial Management

IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3

#### Insurance Management

INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3



**Management**

MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3

**Real Estate**

REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

**PLAN C – Major Elective Courses 15 credits**

Students pursuing PLAN C must select any five major elective courses.

MKT 3627	Sales Promotion	3
MKT 3629	Pricing Strategy and Decisions	3
MKT 3803	Retail Management	3
MKT 3804	Fashion Marketing	3
MKT 3805	Healthcare Marketing	3
MKT 3806	Marketing in Asia	3
MKT 2807	Sport Marketing	3
MKT 3817	Sustainability Marketing	3
MKT 3823	Marketing Channel Strategy and Decisions	3
MKT 3826	Merchandising and Display Strategies	3
MKT 3837	Service and Customer Relationship Management	3

MKT 3839	Event Marketing and Public Relations	3
MKT 3867	Social Media and Online Marketing	3
MKT 3868	Content Marketing	3
MKT 3869	Digital Consumer Insights	3
MKT 4726	Advertising and Creative Strategy	3
MKT 4727	Integrated Media Planning	3
MKT 4777	Communications and Digital Media Strategy	3
MKT 4805	Business-to-Business Marketing	3
MKT 4806	Product and Brand Management	3
MKT 4808	Advanced Marketing Presentation	3
MKT 4809	Marketing for Services	3
MKT 4810	Export-Import Management	3
MKT 4811	Seminar in Marketing	3
MKT 4812	Individual Research	3
MKT 4826	Contemporary Logistics	3
MKT 4848	Contemporary Issues in Marketing	3
MKT 4849	IMC Campaign Planning	3
MKT 4856	Brand Building Strategy	3
MKT 4857	Qualitative Research in Marketing	3
MKT 4887	Online Entrepreneurship	3
MKT 4897	Marketing Internship	3
MKT 4899	IMC Internship	3
FIN 3724	Financial Feasibility Planning	3
HTM 3205	Marketing for Hospitality and Tourism	3

**C. Free Elective Course 9 Credits**

Students can select courses of 9 credits which are provided by their faculty or by the different faculties upon completion of the prerequisite.

## STUDY PLAN

### First and Second Years (Freshmen and Sophomore)

During the freshmen year, all students in Martin de Tours School of Management and Economics pursue the same study plan consisting of general education courses and business core courses, which provide them with the basic knowledge on all the disciplines in business. The study plan also prepares the students with adequate knowledge to select a concentration that suits his/her ability, background, and preferences.

### Third and Fourth Years (Junior and Senior)

During the junior and senior years, students who select the Marketing Major follow the Marketing program of studies:

1. Ten Major Required Courses
2. Five Concentration Courses
  - Plan A: Major Concentration Courses
  - Or Plan B: Business Concentration Courses
  - Or Plan C: Major Elective Courses
3. Three Free Elective Courses

#### FIRST YEAR

##### First Semester

Code	Subjects	Credits
BG 1403	Business Ethics Seminar	0
BG 1001	English I	3
BG 1400	Business Law I	3
GE 1204	Physical Education	1
GE 1301	Environmental Science	3
GE 1403	Communication in Thai (for Thai students)	3
MA 1200	Mathematics for Business	3
SA 1201	Statistics I	3
	<b>Total</b>	<b>19</b>

##### Second Semester

BG 1403	Business Ethics Seminar	0
ACT 1600	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BG 1401	Business Law II	3
MIS 1221	Computer Literacy	0
MIS 2111	Introduction to Management Information Systems	3
MGT 1101	Introduction to Business	3
SA 2200	Statistics II	3
	<b>Total</b>	<b>18</b>

#### SECOND YEAR

##### First Semester

BG 1403	Business Ethics Seminar	0
ACT 2620	Fundamentals of Managerial Accounting	3
BG 2000	English III	3
ECO 2201	Microeconomics	3
GE 2101	World Civilization	3
MGT 2404	Managerial Psychology	3
MGT 2900	Principles of Management	3
	<b>Total</b>	<b>18</b>

##### Second Semester

BG 1403	Business Ethics Seminar	0
BG 2001	English IV	3
ECO 2202	Macroeconomics	3
FIN 2700	Money, Banking and Financial Markets	3
GE 2202	Ethics	3
IBM 2702	International Business Environment	3
MKT 2280	Principles of Marketing	3
	<b>Total</b>	<b>18</b>

#### THIRD YEAR

##### First Semester

MIS 2221	Quantitative Analysis Tools	0
FIN 3701	Corporate Finance	3
MIS 3122	Principles of Electronic Commerce	3
MKT 3102	Integrated Marketing Communications	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3530	Consumer Behavior	3
	One Plan A or Plan B or Plan C Course	3
	<b>Total</b>	<b>18</b>

##### Second Semester

MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MKT 3525	Sales Management	3
MKT 3620	Global Marketing	3
	One Plan A or Plan B or Plan C Course	3
	<b>Total</b>	<b>18</b>

#### FOURTH YEAR

##### First Semester

MKT 4725	Competitive Analysis and Strategy	3
MKT 4855	Research in Marketing	3
	One Plan A or Plan B or Plan C Course	3
	One Plan A or Plan B or Plan C Course	3
	One Free Elective Course	3
	One Free Elective Course	3
	<b>Total</b>	<b>18</b>

##### Second Semester

MGT 4914	Entrepreneurship	3
MKT 4730	Marketing Management	3
MKT 4829	Marketing Decision Making	3
	One Plan A or Plan B or Plan C Course	3
	One Free Elective Course	3
	<b>Total</b>	<b>15</b>