

Bachelor of Business Administration Program in Marketing
(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(- -)
--	-----------------