

COURSE DETAILS

A separate sheet should be completed for each course.

Course title	Bachelor of Business Administration Program in Marketing
Entry qualifications	<ol style="list-style-type: none"> 1. Must have graduated or 2. To receive graduate status of their high school, successfully completed Grade 12 or 3. Vocational Certificate Graduates 4. High Vocational Certificate Graduates
Maximum number in class	60 people
Average class contact hours per week	15-21 hours per week
Examining body	RMUTT
Academic level	Bachelor of Business Administration (Marketing)
Certificate awarded, and by whom	Ministry of Education
Duration of course	4 years
Teacher/Course Leader responsible for the course	Asst. Prof. Pimpa Hirankitti
Brief outline of the course content and its delivery	<p>Students must complete at least 136 credits of the curriculum</p> <p>A. General Education Courses 30 credits</p> <p>B. Specialized Courses 100 credits</p> <p>Business Core Courses</p> <ul style="list-style-type: none"> - Introduction to International Business - English for Business - Principles of Marketing - Principles of Management and Organization - Business Law and Ethics - Statistics and Quantitative Analysis for Decision Making in Business - Financial Accounting

- Management Accounting
- Computer and Business Information Technology
- Business Finance
- Microeconomics 1
- Macroeconomics 1

Major Required Courses

- Consumer Behavior
- Product and Price Policy
- Distribution Policy
- Marketing Communication
- Retailing Management
- Sales Management
- Marketing Management
- Marketing Research
- Seminar in Marketing Problems

C. Free Elective Courses 6 credits