

COURSE DETAILS

A separate sheet should be completed for each course.

Course title	Bachelor of Business Administration Program in Marketing (International Program)
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
Maximum number in class	
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	Dr. Nartraphee Chaimongkron
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 - Law of International Business Transactions - Principles of Marketing - Principles of Management and Organization - Statistics and Quantitative Analysis for Decision Making in Business - Financial Accounting - Managerial Accounting - Computer and Business Information

Technology

- Business Finance
- Microeconomics 1
- Macroeconomics 1
- English for Business

Major Required Courses

- Consumer Behavior
- Product and Price Policy
- Distribution Policy
- Marketing Communication
- Retailing Management
- Digital Marketing
- Sales Management
- Services Marketing
- Marketing Management
- Brand Management
- Marketing Strategies and Planning
- Marketing Research
- Feasibility Study in Marketing Project
- Seminar in Marketing Problems

C. Free Elective Courses 6 credits