

**Bachelor's Degree Program in Marketing  
(135 credits)**

**General Basic  
Courses  
(30 Credits)**

**Business Core  
Courses  
(48 Credits)**

**Major Area  
Courses  
(33 Credits)**

**Elective  
Courses  
(18 Credits)**

**Free Elective  
Courses  
(6 Credits)**

Major Compulsory  
Courses  
(33 Credits)

OR

Minor Area Courses  
AC (18 Credits)  
FN (18 Credits)

OR

Double Major  
Courses  
AC (33 Credits)  
FN (33 Credits)

**Bachelor of Business  
Administration (B.B.A.)  
Major: Marketing**

**Bachelor of Business Administration (B.B.A.)  
Major: Marketing  
Minor: Accounting / Finance  
Or  
Double Major: Accounting / Finance**

**BBA CURRICULUM 2018 - MARKETING MAJOR**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>General Basic Courses (30 credits)</b>			
TU100	Civic Engagement	3	-
TU101	Thailand, ASEAN, and the World	3	-
TU102	Social Life Skills <u>or</u>	3	-
TU108	Self Development and Management	3	-
TU103	Life and Sustainability	3	-
TU104	Critical Thinking, Reading, and Writing	3	-
TU105	Communication Skills in English	3	-
TU106	Creativity and Communication	3	-
XXXXX	EG or EL Courses	3	-
<b>and select 6 credits from following courses</b>			
EG211	Listening - Speaking	3	TU105 or Exemption
EG221	Critical Reading	3	TU105 or Exemption
TU122	Law in Everday Life	3	-
TU152	Fundamental Mathematics	3	-
<b>Business Core Courses (48 credits)</b>			
BA201	Business Law	3	2nd-year student status
BA202	Taxation	3	2nd-year student status
BA204	Business Statistics	3	-
BA301	Business Internship	3	3rd-year student status
BA401	Strategic Management	3	4th-year student status
AC201	Fundamental Accounting	3	-
AC202	Management Accounting	3	AC201
FN201	Business Finance	3	AC201
MK201	Principles of Marketing	3	-
IS201	Digital Technology for Business	3	-
HR201	Modern Management and Entrepreneurship	3	-
OM201	Operations Management	3	-
EC213	Introductory Microeconomics	3	-
EC214	Introductory Macroeconomics	3	-
EL221	Communicative Business English 1	3	TU105
EL321	Communicative Business English 2	3	EL221

**BBA CURRICULUM 2018 - MARKETING MAJOR**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>Major Compulsory Courses (33 credits)</b>			
MK311	Consumer Behavior	3	MK201
MK312	Brand Management	3	MK311
MK313	Marketing Research for Decision Making	3	MK311 and BA204
MK314	Product & Service Management	3	MK311
MK315	Pricing & Marketing Profitability	3	MK201 and AC202
MK316	Distribution Channel Management	3	MK201
MK317	Integrated Marketing Communications	3	MK312
MK318	Marketing Analytics and Decision Making	3	MK312 and MK313
MK319	Digital Marketing Strategy	3	MK312
MK411	Sustainability Marketing	3	4th-year student and MK312
MK412	Marketing Management Capstone	3	4th-year MK student status and MK312
<b>Elective Courses (18 credits)</b>			
MK321	Entrepreneurial Marketing	3	MK312
MK322	Retail Management	3	MK311
MK323	Sales Management	3	MK201
MK324	Business-to-Business Marketing	3	MK201
MK325	Sports & Entertainment Marketing	3	MK201
MK326	International Marketing	3	MK201
MK327	Agricultural Marketing	3	MK201
MK395	Special Topics in Marketing 1	3	3rd-year MK student status or approved by the instructor
MK421	Omni-Channel Management	3	MK311 and MK316
MK422	Advanced Marketing Research	3	MK313
MK423	Marketing Strategy	3	4th-year MK student status and MK312
MK495	Special Topics in Marketing 2	3	4th-year MK student status or approved by the instructor
MK499	Independent Study in Marketing	3	4th-year MK student status or approved by the instructor
AC331	Accounting for Environmental and Social Responsibility	3	AC202
AC341	Forensic Accounting	3	AC316
AC351	Emerging Technology in Accounting Professions	3	AC201 and IS201
EC375	Applied Economics for Natural Resources and Environment	3	EC213
ER313	Development of Creativity and Creation of Innovation	3	ER211
ER321	Entrepreneurial Skills and Social Entrepreneurship	3	ER211
ER411	Managing Innovative Organizations	3	ER313
ER422	Technology Management	3	HR201
ES266	Environment and Sustainable Development	3	-
IB433	Ethical Issues in Business	3	-

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<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>Elective Courses (18 credits) Cont.</b>			
IS319	Electronic Business	3	IS201
JC301	Law and Ethics of Mass Communication	3	-
LA305	Consumer Protection Law	3	-
LA443	Competition Law	3	at least a 3rd-year student
OM326	Technology and Innovation Management	3	OM201
OM422	Big Data and Business Analytics	3	OM311
PO309	Capital, Business and Politics	3	PO211
PY212	Virtue Psychology, Ethics, and Societal Responsibility	3	-
SW213	Social Change and Social Problems	3	-

**BBA CURRICULUM 2018 - MARKETING MAJOR****MINOR AREA COURSES**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
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**Accounting Minor Area Courses (18 credits)**

AC203	Cost Accounting	3	AC201
AC311	Intermediate Accounting 1	3	AC201
AC312	Intermediate Accounting 2	3	AC201
AC313	Cost Management	3	AC203
AC314	Accounting Information Systems	3	AC201 and IS201

and select not less than 3 credits from AC courses (code AC)

**Finance Minor Area Courses (18 credits)**

FN211	Financial Mathematics and Statistics	3	-
FN311	Financial Management	3	FN201 and FN211
FN312	Investments	3	FN201 and FN211
FN313	International Finance	3	FN201 and FN211 and EC214
FN411	Derivatives Analysis	3	FN312

and select not less than 3 credits from FN courses (code FN)

**Economics Minor Area Courses (15 credits)**

must take at least 15 credits for EE course levels 3XX or higher