

**Lesson Plan**  
**Bachelor of Business Administration Program in Marketing**  
**(International Program)**

(Update May 17, 2017)

<b>Year 1 Semester 1</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01130171	Financial of Accounting	3(3-0-6)
01132111	Principles of Management	3(3-0-6)
01132142	Business and Legal Environment	3(3-0-6)
01175xxx	Physical Educations	1(0-2-1)
	Science & Math Studies	3( - - )
	Social Science Studies	3( - - )
<b>Total</b>		<b>16( - - )</b>
<b>Year 1 Semester 2</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108111	Microeconomics I	3(3-0-6)
01130172	Management Accounting	3(3-0-6)
01134111	Principles of Marketing	3(3-0-6)
	Social Science Studies	3( - - )
	Foreign Language (Non Thai)	3( - - )
	Science & Math Studies	3( - - )
<b>Total</b>		<b>18( - - )</b>
<b>Year 2 Semester 1</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108112	Macroeconomics I	3(3-0-6)
01133211	Operations Management	3(3-0-6)
01134212	Consumer Behavior	3(3-0-6)
01175xxx	Physical Educations	1(0-2-1)
	Foreign Language (Non Thai)	3( - - )
	Humanities Studies	3( - - )
<b>Total</b>		<b>16( - - )</b>
<b>Year 2 Semester 2</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108112	Business Finance	3(3-0-6)
01133211	Business Statistics	3(3-0-6)
01134212	Quantitative Analysis for Decision Making in Business	3(3-0-6)
01175xxx	Product and Price Policy	1(0-2-1)
	Foreign Language (Non Thai)	3( - - )
<b>Total</b>		<b>15( - - )</b>

<b>Year 3 Semester 1</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01134321	International Marketing	3(3-0-6)
01132342	Business Tax System	3(3-0-6)
01134351	Integrated Marketing Communication	3(3-0-6)
	Free Elective	3( - - )
	Specific Elective	6( - - )
<b>Total</b>		<b>18( - - )</b>
<b>Year 3 Semester 2</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01134412	Sales Forecasting	3(3-0-6)
01134353	Customer Relationship Management	3(3-0-6)
01134341	Marketing Channel Management	3(3-0-6)
	Free Elective	3( - - )
	Specific Elective	6( - - )
<b>Total</b>		<b>18( - - )</b>
<b>Year 4 Semester 1</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01134411	Marketing Management	3(3-0-6)
	Foreign Language 1 Language	3( - - )
	Specific Elective	9( - - )
<b>Total</b>		<b>15( - - )</b>
<b>Year 4 Semester 2</b>		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01132413	Strategic Management	3(3-0-6)
01134491	Basic Research Methods in Marketing	3(3-0-6)
01134497	Seminar	1
01134498	Special Problems	3
	Specific Elective	3( - - )
	Foreign Language 1 Language	3( - - )
<b>Total</b>		<b>16( - - )</b>

### Marketing Subjects Course Descriptions

<b>01134111</b>	<b>Principles of Marketing</b>	<b>3(3-0-6)</b>
	Nature and process of marketing. Concepts, role, functions and factors of marketing. Market segmentation. Selecting target market. Consumer behavior. Marketing mix and marketing research.	
<b>01134212</b>	<b>Consumer Behavior</b>	<b>3(3-0-6)</b>
	Principles and analysis of consumer behavior. Considering factors for buying decision both internal and external factors. Including the results from studying consumer behavior to set up marketing strategies.	
<b>01134311</b>	<b>Purchasing</b>	<b>3(3-0-6)</b>
	Role and importance of purchasing in modern business. The responsibility of purchasing officer. Relations with other departments in an organization. Purchasing's policies and rules. Centralization and decentralization of purchasing. The determination of specification, quantity and source. Contract and legal problems. Data analysis of bill order, cost, price, profit, capital and risk. Comparing the benefit between producing, purchasing and rent.	
<b>01134312</b>	<b>Sales Management</b>	<b>3(3-0-6)</b>
	Sales organization. Sales planning policies. Recruiting, screening and selecting applicants. Sales compensation. Sales incentive by good moral supports. Sales planning and analysis. Sales quotas. Sales budgeting. Sales and cost analysis. Sales evaluation and controlling.	
<b>01134314</b>	<b>Marketing Ethics</b>	<b>3(3-0-6)</b>
	Concepts of marketing ethics. Marketing ethics of business institutions. Factors determining marketing ethics. Marketing ethic approach in planning marketing strategies. Problems and arguments concerning in implementation of marketing ethics.	
<b>01134315</b>	<b>Marketing for Social and Environment Responsibility</b>	<b>3(3-0-6)</b>
	Definition, importance, concepts and philosophy of marketing for social, environment responsibility. Marketing Mix for social and environmental responsibility Using marketing management for changing consumers and business behaviors to responsible for society and environment in order to reach the sustainable development. Case studies.	
<b>01134321</b>	<b>International Marketing</b>	<b>3(3-0-6)</b>
	Importance and environment of international marketing. Roles and policies of government. Criteria for products and markets selections. Packaging, pricing, handling, agent selecting and promotion. Planning and controlling. Problems and barriers in international marketing.	

<b>01134322</b>	<b>Electronic Marketing</b>	<b>3(3-0-6)</b>
	Planning and strategy for electronic marketing. The strategy of analyzing environment, consumer behavior, market segmentation, market targeting and market positioning. Managing product, price and distribution on internet. Electronic marketing communication and customer relationship management.	
<b>01134323</b>	<b>Strategic Marketing Planning</b>	<b>3(2-2-5)</b>
	Writing marketing plan. Examine how marketing plans can change with the life cycle or market conditions of product or service. Developing a model of marketing plan that include an analysis of internal and external environment, segmentation, marketing and product positioning, and defining marketing mix strategy; product, pricing, distribution and promotion.	
<b>01134324</b>	<b>Sport Marketing</b>	<b>3(3-0-6)</b>
	Knowledge and Understanding about the applications of marketing and strategic marketing concepts to sport products and services, and the marketing of non-sport products through an association to sports. Strength, Weakness, Opportunities and Threats analysis of sporting organizations, sponsorships, branding, promotions, public relations, licensing, and research about sports consumer behavior.	
<b>01134331</b>	<b>Product and Price Policy</b>	<b>3(3-0-6)</b>
	Manager's concepts in planning and setting product and price policy. Setting product mix. Developing marketing strategy for product and price related to product life cycle. Studying internal and external environment that influence and to set product and price policy.	
<b>01134341</b>	<b>Marketing Channel Management</b>	<b>3(3-0-6)</b>
	Nature, structure and type of marketing channel. Role, function and development of channel systems. Conflict and co-operation of marketing institutions. Selecting, evaluating and controlling marketing channel. Factors and environment that effect marketing channel management.	
<b>01134342</b>	<b>Retailing</b>	<b>3(3-0-6)</b>
	Characteristic and revolution of retailing. Retailing institutions. Retailing management. Location. Organizational management. Personnel management. Merchandising management. Price setting. Promotion methods and retailing services. Controlling system and trend of retailing business.	
<b>01134351</b>	<b>Integrated Marketing Communication</b>	<b>3(3-0-6)</b>
	Marketing communication strategy through advertising, sales promotion, personal selling, public relations, direct marketing and other communications. Creating brand awareness, brand image and buying behavior.	

<b>01134353</b>	<b>Customer Relationship Management</b>	<b>3(3-0-6)</b>
	Marketing process to build long-term relationship with customers. Marketing programs decision to create good understanding and relationship between organizations and market, including customers and stakeholders. Value added buying decision through win-win strategy. Strategy for customer retention, new customer acquisition, and customer win back.	
<b>01134354</b>	<b>Salesmanship</b>	<b>3(3-0-6)</b>
	Principles of selling process. Analysis of the buying decisions process. Characteristics and behavior of consumer. Psychology in sales incentive. Principles of psychological for consumer motivation. Data collection for planning approach to target market. Training salesmen. Technique of negotiation relationship to customer and sales contracting.	
<b>01134355</b>	<b>Sales Promotion</b>	<b>3(3-0-6)</b>
	Definition, importance and objectives of sales promotion. Consumer promotion, trade promotion, sales force promotion, communication and selling promotion, Decision to select sales promotion tools. Roles of sender, receiver and Message of sales promotion. Marketing communication process and the effectiveness of sales promotion.	
<b>01134356</b>	<b>Advertising</b>	<b>3(3-0-6)</b>
	Roles, importance, development and concept of advertising. Organizing of advertising, composition of advertising work, selecting media, preparing campaign, budgeting and evaluation of advertising. Law and ethic concerning with advertising.	
<b>01134411</b>	<b>Marketing Management</b>	<b>3(3-0-6)</b>
	Concepts of marketing management. Roles and functions of marketing manager. Policy and strategy of product management, price management, channel management and promotion management. Analysis, planning, controlling and organizing. Problem and case study in marketing.	
<b>01134412</b>	<b>Sales Forecasting</b>	<b>3(3-0-6)</b>
	Theory and importance of sales forecasting. Techniques and methods of forecasting: types of data, analyzing data in quantitative and qualitative. Factors influencing the reliability of forecasting including the application of forecasting output for improvement and development of the marketing plan.	
<b>01134413</b>	<b>Marketing and Decision Making</b>	<b>3(3-0-6)</b>
	Responsibility of a marketing manager in decision making. Marketing problems, classification and grading. Scope of marketing decision making. Selection in problem solving technic and decision making technic. Building the theoretical base for developing a marketing decision making. Qualitative and quantitative decision making. Marketing planning process and decision making.	

<b>01134421</b>	<b>Export - Import Management</b>	<b>3(3-0-6)</b>
	Principles and practices of export and import. Rules, regulation and Restriction of export and import. Documentations. Buying and selling contracts. Customs procedures. Packing, handling and transporting. Export-import payments. Organizing and managing export-import departments. Government offices and private institutions relating to export-import business.	
<b>01134422</b>	<b>Service Marketing</b>	<b>3(3-0-6)</b>
	Nature and scopes of service marketing. Type of service. Service consumer behavior. Marketing mix of service. Structure and development of service institution. Study in specific service business.	
<b>01134423</b>	<b>Business to Business Marketing</b>	<b>3(3-0-6)</b>
	Principles and Theory, including process of Business to Business Marketing which determine as product and service for business or Industry. The differences between consumer goods and business goods. Analysis of organizational buying behavior market segmentation, targeting market and market positioning strategic planning of business marketing planning, implementing and controlling of marketing mix. Management of corporate social responsibility for planning and implementing business marketing.	
<b>01134431</b>	<b>Product Development and Design</b>	<b>3(3-0-6)</b>
	Relation between marketing, design and manufacturing for product development and launching. Product development process, identifying customer needs, product concept generation, product architecture, industrial and manufacturing design, product launching, follow up and evaluation.	
<b>01134432</b>	<b>Price Strategy</b>	<b>3(3-0-6)</b>
	Price concept, effective pricing management, economic knowledge of pricing. Understanding customer behavior to pricing. Role of costs in pricing decision and analysis marketing profit competency. Developing pricing strategies. Legal aspect of pricing strategy	
<b>01134442</b>	<b>Principles of Logistics Management</b>	<b>3(3-0-6)</b>
	Principles and process of logistics in order to support materials and finished goods logistics concept through main logistics activities. Logistics strategy management in globalization.	
<b>01134490</b>	<b>Cooperative Education</b>	<b>6</b>
	On the job training as a temporary employee according to the assigned project including report writing and presentation.	

<b>01134491</b>	<b>Research Methods in Marketing</b>	<b>3(3-0-6)</b>
	Principles and methods in marketing research, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.	
<b>01134497</b>	<b>Seminar</b>	<b>1</b>
	Presentation and discussion on current interesting topics in marketing at the bachelor's degree level.	
<b>01134498</b>	<b>Special Problems</b>	<b>3</b>
	Study and research in marketing at the bachelor's degree level and compiled into written report.	

### Business Subjects Course Descriptions

<b>01101181</b>	<b>Microeconomics I</b>	<b>3(3-0-6)</b>
	<p>Meaning, nature and methods of economic study. Economic problems. Functioning of the economy. Demand, supply, price, elasticity of demand and supply, application of demand and supply. Consumer behavior and utility. Production and cost, short-run cost and long-run cost, production in the long-run and the very long-run concerning progress and pollution. Price determination in different types of market, application of price theory. Income distribution, determination of wage, interest, and return on investment; poverty and inequality.</p>	
<b>01101182</b>	<b>Macroeconomics I</b>	<b>3(3-0-6)</b>
	<p>National income account. Determination of national income. Business cycle and national income fluctuations. Theories and measures of fiscal policies. Money and banking, monetary and income analysis. International trade and finance. Unemployment, inflation, economic growth and development. Comparative economic systems.</p>	
<b>01130172</b>	<b>Management Accounting</b>	<b>3(3-0-6)</b>
	<p><b>Prerequisite: 01130171</b></p> <p>Role of management accounting; cost accounting; standard costing; activity based costing; budgeting; flexible budgeting; cost-volume-profit analysis; responsibility accounting; segment reporting; pricing decision; use of accounting information for management.</p>	
<b>01131211</b>	<b>Business Finance</b>	<b>3(3-0-6)</b>
	<p>Concepts and evolution of management. Managerial jobs. Business environment affecting business management. Business ethics and corporate social responsibility. Managerial roles and management functions of managers. Business decision-making, planning, organizing, leading, and controlling.</p>	
<b>01132142</b>	<b>Business and Legal Environment</b>	<b>3(3-0-6)</b>
	<p>Legal environment of business, definition, sources and classification of law. The judicial system, dispute settlement by court and arbitrators, legal liabilities of business.</p>	
<b>01132231</b>	<b>Business Statistics</b>	<b>3(3-0-6)</b>
	<p>Statistics theories and methods for business application, central tendency and variation data measurement, probability distribution sampling distribution, regression and correlation, forecasting and nonparametric statistics.</p>	



<b>01132332</b>	<b>Quantitative Analysis for Decision Making in Business</b>	<b>3(3-0-6)</b>
	<b>Prerequisite: 01132231</b> Roles of quantitative analysis for business problem solving, concept and application of linear programming, sensitivity analysis, decision making tools, decision tree diagram, probability, queuing, Markov analysis, transportation model, inventory control, simulations and game theory.	
<b>01132342</b>	<b>Business Tax System</b>	<b>3(2-2-5)</b>
	<b>Prerequisite: 01132142 or 01453111</b> Role of taxation on country's development. Principles and effective tax practices, tax liability of individuals and businesses under the revenue code, custom tax, excise tax and taxes administered by local government.	
<b>01132413</b>	<b>Strategic Management</b>	<b>3(3-0-6)</b>
	<b>Prerequisite: 01134111 and 01131211 or 01132221</b> Business strategy, policy and problem analysis by managerial level for business operating plan implementation.	
<b>01133211</b>	<b>Operations Management</b>	<b>3(3-0-6)</b>
	<b>Prerequisite: 01132111</b> Basic principles and functions in operations management. Planning, organizing design and control of operations system; quantitatively. Field study included	