

01134111	<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.	
01134212	<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.	
01134311	<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.	
01134312	<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.	
01134314	<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.	

01134315	<b>Marketing for Social and Environment Responsibility</b>	3(3-0-6)
	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.	
01134321	<b>International Marketing</b>	3(3-0-6)
	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.	
01134322	<b>Electronic Marketing</b>	3(3-0-6)
	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.	
01134323	<b>Strategic Marketing Planning</b>	3(2-2-5)
	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.	
01134324	<b>Sport Marketing</b>	3(3-0-6)
	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.	
01134331	<b>Product and Price Policy</b>	3(3-0-6)

	<p>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.</p>
01134341	<p><b>Marketing Channel Management</b> <span style="float: right;">3(3-0-6)</span></p>
	<p>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.</p>
01134342	<p><b>Retailing</b> <span style="float: right;">3(3-0-6)</span></p>
	<p>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.</p>
01134351	<p><b>Integrated Marketing Communication</b> <span style="float: right;">3(3-0-6)</span></p>
	<p>Marketing communication strategy through advertising, sales promotion, personal selling, public relations, direct marketing and other communications. Creating brand awareness, brand image and buying behavior.</p>
01134353	<p><b>Customer Relationship Management</b> <span style="float: right;">3(3-0-6)</span></p>
	<p>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.</p>
01134354	<p><b>Salesmanship</b> <span style="float: right;">3(3-0-6)</span></p>
	<p>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.</p>

01134355	<b>Sales Promotion</b>	3(3-0-6)
	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.	
01134356	<b>Advertising</b>	3(3-0-6)
	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.	
01134411	<b>Marketing Management</b>	3(3-0-6)
	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.	
01134412	<b>Sales Forecasting</b>	3(3-0-6)
	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.	
01134413	<b>Marketing and Decision Making</b>	3(3-0-6)
	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.	

01134421	<b>Export - Import Management</b>	3(3-0-6)
	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.	
01134422	<b>Service Marketing</b>	3(3-0-6)
	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.	
01134423	<b>Business to Business Marketing</b>	3(3-0-6)
	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.	
01134431	<b>Product Development and Design</b>	3(3-0-6)
	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.	
01134432	<b>Price Strategy</b>	3(3-0-6)
	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	

01134442	<b>Principles of Logistics Management</b>	3(3-0-6)
	Principles and process of logistics in order to support materials and finished goods logistics concept through main logistics activities. Logistics strategy management in globalization.	
01134490	<b>Cooperative Education</b>	6
	On the job training as a temporary employee according to the assigned project including report writing and presentation.	
01134491	<b>Research Methods in Marketing</b>	3(3-0-6)
	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.	
01134497	<b>Seminar</b>	1
	Presentation and discussion on current interesting topics in marketing at the bachelor's degree level.	
01134498	<b>Special Problems</b>	3
	Study and research in marketing at the bachelor's degree level and compiled into written report.	
<b>01136112</b>	<b>Marketing and Laws</b>	3(3-0-6)
	Importance of legal environment in marketing. Definition and classification of laws and marketing laws. Laws and regulations involving consumer protection, computer and information technology, intellectual property, trade agreements, product liability, product standards, pricing, electronic commerce, franchise, advertising, sales promotion, direct sales, direct marketing and other legal issues for marketers. Assessing the influence of legal environment on marketing decisions and activities.	
<b>01136211</b>	<b>Statistics for Marketing</b>	3(3-0-6)
	Application of statistics to marketing. Data mining. Estimation and hypotheses testing. Populations, samples, and sampling techniques. Data	

	collection methods. Describing data using descriptive statistics and inferential statistics. Reporting data for marketing decision making. Marketing statistics, content marketing statistics, search engine marketing statistics, social media statistics, video marketing statistics, email marketing statistics, mobile marketing statistics, lead generation statistics, advertising statistics and other marketing statistics.	
01136311	<b>Sustainable Marketing</b>	3(3-0-6)
	Concepts and importance of sustainable marketing. Performance measurement using a triple bottom line concept with regard to economic, social and environmental aspects. Sustainable consumer behavior. Social marketing, environmental marketing and critical marketing. Sustainable marketing plans. Case studies.	
01136312	<b>Creative Marketing</b>	3(3-0-6)
	Concepts and importance of creativity in marketing. Developing creative marketing plans. Implementing and evaluating the plan.	
01136321	<b>Entrepreneurial Marketing</b>	3(3-0-6)
	An overview of characteristics, concept, procedures, techniques and marketing strategies for entrepreneurs. Marketing creativity for business operations. Code of conducts of marketers in doing business, Market Research for goods and services. Develop a marketing plan.	
01136322	<b>Event Marketing</b>	3(3-0-6)
	Concepts about marketing tools for special events marketing. Components and characteristics of special events. Factors influencing event marketing planning; Customers, environmental factors and competitors. Implementing and developing plans. Steps in implementing marketing plans for special events including developing brands through special events marketing.	
01136323	<b>Healthcare Marketing</b>	3(3-0-6)
	Theories and methodologies related to healthcare marketing. Analyzing healthcare markets and consumer decision making for healthcare product.	

	Marketing research in healthcare products and services. Marketing plans for healthcare business services.	
01136411	<b>Marketing in Disruptive Era</b>	<b>3(3-0-6)</b>
	Advanced technologies disrupting future business. Market disruption processes. Marketing strategic planning for new market situations.	
01136412	<b>Study Abroad</b>	<b>1-6</b>
	Learning and self development from courses taken at overseas universities. Credit equivalence according to Kasetsart University regulations.	
01136421	<b>Business Knowledge from Overseas Universities</b>	<b>1-15</b>
	Knowledge in business at the bachelor's degree level taken in overseas universities. Credit equivalence according to Kasetsart University regulation.	
01136490	<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.	
01136492	<b>Field Experience in Marketing</b>	<b>3</b>
	Study and research in marketing at the bachelor's degree level and compiled into written report.	
01136496	<b>Selected Topics in Marketing</b>	<b>3(3-0-6)</b>
	Study and research in marketing at the bachelor's degree level and compiled into written report.	



Business Subjects Course Descriptions

01101181	Microeconomics I	3(3-0-6)
	<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>	
01131211	Business Finance	3(3-0-6)
	<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>	
01133211	Operations Management	3(3-0-6)
	<p>Prerequisite: 01132111</p> <p>Basic principles and functions in operations management. Planning, organizing design and control of operations system; quantitatively. Field study included</p>	

Course code 01111337  
Course name Economics for Strategic Management Entrepreneur

Course Outline	Lecture hours
1. Microeconomics concept relating to strategic management	6
2. Macroeconomics concept relating to strategic management	3
3. Principles of strategic planning and competitive strategies	6
4. Applications of game theory related to strategic strategies	6
5. Decision making under risk and uncertainty	3
6. Business environment analysis	3
7. Business tools for strategic management	6
8. Application of economics concept to analyze business problems	3
9. Applications of economics concept to identify business strategies	3
10. Case Studies	<u>6</u>
<b>Total</b>	<b><u>45</u></b>

01111337 เศรษฐศาสตร์การจัดการเชิงกลยุทธ์สำหรับผู้ประกอบการ 3(3-0-6)  
(Economics for Strategic Management Entrepreneur)

แนวคิดด้านเศรษฐศาสตร์การจัดการเชิงกลยุทธ์ หลักการวางแผนเชิงกลยุทธ์ การตัดสินใจภายใต้ภาวะความเสี่ยงและความไม่แน่นอน การวิเคราะห์สภาพแวดล้อมทางธุรกิจ เครื่องมือในการวิเคราะห์การจัดการเชิงกลยุทธ์ และการวิเคราะห์ปัญหาธุรกิจสำหรับเศรษฐศาสตร์ประกอบการ

Economic concept of strategic management, principles of strategic planning, decision making under risk and uncertainty situation, business environment analysis, tools for strategic management analysis and business problems analysis for entrepreneurial economics.

01219266 วิศวกรรมความรู้และการจัดการความรู้ I

3(3-0-6)

(Knowledge Engineering and Knowledge Management I)

ลักษณะเฉพาะของความรู้ แนวคิดและกระบวนการเก็บเกี่ยวความรู้ แหล่งความรู้ สถาปัตยกรรมของระบบอิงความรู้ เครื่องมือสำหรับวิศวกรรมความรู้ วัฏจักรของความรู้ การจัดการความรู้ กระบวนการจัดการความรู้ โอกาสในการจัดการความรู้ในองค์กรขนาดใหญ่ กลยุทธ์การจัดการความรู้ เทคนิคและเครื่องมือการจัดการความรู้ ความสัมพันธ์ระหว่างวัฒนธรรมองค์กรกับการจัดการความรู้

Knowledge characteristics; concept and process of knowledge acquisition; knowledge sources architecture of knowledge-based system; knowledge engineering tools; knowledge cycle, knowledge management; knowledge management processes; knowledge management strategies; knowledge management tools and techniques; relations between organizational culture and knowledge management.

01219366

วิศวกรรมความรู้และการจัดการความรู้ II

3(3-0-6)

(Knowledge Engineering and Knowledge Management II)

วิชาที่ต้องเรียนมาก่อน 01219266

หลักการพื้นฐานการแทนความรู้ให้อยู่ในรูปที่คอมพิวเตอร์สามารถประมวลผลได้และการหาเหตุผล  
คุณลักษณะตัวแทนความรู้ ข้อได้เปรียบและข้อจำกัดของตัวแทนความรู้แบบต่างๆ เช่น กฎตรรกศาสตร์ การคำนวณ  
เชิงเพรดิเคต การแทนความรู้แบบคลุมเครือ โครงข่ายความหมาย เฟรม การแทนความรู้โดยใช้ภววิทยา กระบวนการ  
แทนความรู้แบบไม่มีโครงสร้าง ให้อยู่ในรูปแบบของตัวแทนความรู้

Basic principle of knowledge representation and its reasoning tasks; characteristics, advantage, and limitations of various knowledge representation: logic, predicate calculus, fuzzy logic, semantic networks, frame, ontology; process of transforming unstructured knowledge to knowledge representation.