

Bachelor of Business Administration Program in Marketing (International Program)

1. Code and Program Title

In Thai หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการตลาด (หลักสูตรนานาชาติ)

In English Bachelor of Business Administration Program in Marketing (International Program)

2. Title of Degree and Field of Study

In Thai Full Title บริหารธุรกิจบัณฑิต (การตลาด)

Abbreviation บธ.บ. (การตลาด)

In English Full Title Bachelor of Business Administration (Marketing)

Abbreviation B.B.A. (Marketing)

3. Major Subject (If Applicable) –

4. Career Opportunities after Graduation

- 1) Marketing, brand, product managers in local and multinational companies
- 2) Positions in research and/or information service businesses
- 3) Account executives in advertising agencies
- 4) Employees in state enterprises
- 5) Positions in international or non-profit institutions/ organizations
- 6) Business entrepreneurs
- 7) Graduate School in Marketing / Marketing Research / Marketing Communication / Logistics
- 8) Master of Business Administration (either in Thailand or outside Thailand)

5. Total Credits Required

No less than 183 credits

6. Program Structure

1) Foundation Courses	Non-credit
2) General Education Courses	42 credits
- English Communication	16 credits
- Natural Sciences	8 credits
- Humanities and Foreign Languages	8 credits
- Social Sciences	8 credits
- Physical Education	2 credits
3) Major Courses	133 credits
- Core Business Courses	69 credits
- Major Required Courses	20 credits
- Major Elective Courses	24 credits

- Interdisciplinary Elective Courses

20 credits

4) Free Electives

8 credits

Foundation courses (non-credit)

ICID 100	Freshman Seminar	0
ICME 100	English Resource Skills	0
ICMA 100	Foundation Mathematics	0

Note I: All BBA students are required to take ICID 100 Freshmen Seminar as a non-credit course.

Note II: Students whose English placement is below ICGC 101 Academic Writing and Research I are required to take ICME 100 English Resource Skills and pass the course with the grade of "S" before moving to ICGC 101 Academic Writing and Research I

Note III: Students whose Mathematics placement is below ICGN 104 Mathematics and Its Contemporary Applications are required to take ICMA 100 Foundation Mathematics and pass the course with the grade of "S" before moving to ICGN 104 Mathematics and Its Contemporary Applications.

General Education courses no less than 42 Credits

• **English Communication**

ICGC 101	Academic Writing and Research I	4
ICGC 102	Academic Writing and Research II	4
ICGC 103	Public Speaking	4
ICGC 111	Academic Writing and Research I (Advanced)	4
ICGC 112	Academic Writing and Research II (Advanced)	4
ICGC 201	Global Realities	4
ICGC 202	Literary Analysis	4
ICGC 203	Creative Writing	4
ICGC 204	Advanced Oral Communication	4
ICGC 205	Linguistics	4
ICGC 206	Literature Into Film	4
ICGC 207	Diverse English Speaking Cultures	4

ICGC 208	Language and Culture	4
ICGC 209	The Story of English	4
ICGC 210	First and Second Language Acquisition	4
ICGC 211	Topics in Comparative Literature A: Poetry	4
ICGC 212	Topics in Comparative Literature B: The Short Story and the Novel	4
ICGC 213	Topics in Comparative Literature C: Drama	4

- **Natural Sciences (Scientific and Environmental Literacy)**

ICGN 104	Mathematics and Its Contemporary Applications	4
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
ICGN 106	Climate Change and Human Society	4
ICGN 107	The Chemistry of Everyday Life	4
ICGN 108	Essentials of Culinary Science for Food Business	4
ICGN 109	Food for Health	4
ICGN 110	Maker Workshop	4
ICGN 111	Physics for CEO	4
ICGN 112	Stargazer	4
ICGN 113	Plants, People and Poisons	4
ICGN 115	Human Evolution, Diversity and Health	4

- **Natural Sciences (ICT and Digital Literacy)**

ICGN 116	Understanding and Visualizing Data	4
ICGN 117	Technology behind E-Business and Digital Strategies	4
ICGN 118	Everyday Connectivity	4
ICGN 119	Computer Essentials	4

- **Humanities (Logical and Ethical Literacy)**

ICGH 102	Famous Arguments and Thought Experiments in Philosophy	4
ICGH 103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4
ICGH 104	Moral Reasoning: How can we know what is good?	4
ICGH 105	Technology, Philosophy and Human Kind: Where Are We Now?!	4
ICGH 106	The Greeks: Crucible of Civilization	4

• **Humanities (Arts and Media Literacy)**

ICGH 107	Contemporary Art and Visual Culture	4
ICGH 108	Creative Drawing Expression	4
ICGH 109	Creative Thinking Through Art and Design	4
ICGH 110	Drawing as Visual Analysis	4
ICGH 111	Media Literacy: Skills for 21st Century Learning	4
ICGH 112	Photography	4
ICGH 113	Moving Pictures: A History of Film	4
ICGH 114	The Sound of Music: Form, Emotion, and Meaning	4

• **Foreign Languages**

➤ **German**

ICGL 101	Elementary German I	4
ICGL 102	Elementary German II	4
ICGL 103	Elementary German III	4

➤ **Japanese**

ICGL 111	Elementary Japanese I	4
ICGL 112	Elementary Japanese II	4
ICGL 113	Elementary Japanese III	4

➤ **French**

ICGL 121	Elementary French I	4
ICGL 122	Elementary French II	4
ICGL 123	Elementary French III	4

➤ **Chinese**

ICGL 131	Elementary Chinese I	4
ICGL 132	Elementary Chinese II	4
ICGL 133	Elementary Chinese III	4

➤ **Spanish**

ICGL 141	Elementary Spanish I	4
ICGL 142	Elementary Spanish II	4
ICGL 143	Elementary Spanish III	4

➤ **Thai**

ICGL 160	Introduction to Thai Language and Culture	4
ICGL 161	Elementary Thai I	4
ICGL 162	Elementary Thai II	4
ICGL 163	Elementary Thai III	4

• **Social Sciences (Financial, Economic, Business and Entrepreneurial Literacy)**

ICGS 106	Fashion and Society	4
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• **Social Sciences (Global and Multicultural Literacy)**

ICGS 109	American History, Film and Modern Life	4
ICGS 110	Development and Conflicts	4
ICGS 111	Exploring Religions	4

ICGS 112	Geography of Human Activities	4
ICGS 113	Perspectives on the Thai Past	4
ICGS 114	Power, Money and Behavior of Powerful States	4
ICGS 115	Sociology in the Modern World	4
ICGS 116	Power and Politics	4
ICGS 117	Overcoming Stereotypes, Prejudice and Discrimination	4
ICGS 119	World Politics	4
ICGS 120	Global Awareness	4

• **Social Sciences (Psychological Literacy)**

ICGS 121	Abnormal Colleagues; how do I make this work?	4
ICGS 122	Propaganda, Nudge Theory and Marketing: How to resist?	4

• **Health and Physical Education**

ICGP 101	American Flag Football	1
ICGP 102	Badminton	1
ICGP 103	Basketball	1
ICGP 104	Body Fitness	1
ICGP 105	Cycling	1
ICGP 106	Discover Dance	1
ICGP 107	Golf	1
ICGP 108	Mind and Body	1
ICGP 109	Selected Topics in Sports	1
ICGP 110	Self Defense (Striking)	1
ICGP 111	Self Defense (Grappling)	1
ICGP 112	Soccer	1

ICGP 113	Social Dance	1
ICGP 114	Swimming	1
ICGP 115	Tennis	1
ICGP 116	Volleyball	1

Note I: For General Education courses in English Communication course group, all BBA students are required to take either a series of ICGC 101 Academic Writing and Research I and ICGC 102 Academic Writing and Research II or a series of ICGC 111 Academic Writing and Research I (Advanced) and ICGC 112 Academic Writing and Research II (Advanced), depending on their standard test or MUIC entrance exam scores. Students are also required to take ICGC 103 Public Speaking as a General Education in this course group.

Note II: All BBA students are required to take at least 1 course from the Humanities course group as a General Education course.

Note III: All BBA students are required to take ICGN 104 Mathematics and Its Contemporary Applications as a General Education course in the Natural Science course group.

Core Business courses no less than 69 Credits

ICMB 201	Business Statistics	4
ICMB 205	Microeconomics	4
ICMB 206	Macroeconomics	4
ICMB 207	Management of Business Information	4
ICMB 213	Financial Accounting	4
ICMB 214	Managerial Accounting	4
ICMB 215	Business Finance for Entrepreneurs	4
ICMB 216	Business Communication	4
ICMB 222	Principle of Marketing	4
ICMB 235	Management and Organizational Behavior	4
ICMB 236	Human Resources Management	4
ICMB 237	International Business Management	4
ICMB 310	Business Law	4
ICMB 311	Business Ethics and Sustainability	4
ICMB 312	Management Science	4

ICMB 314	Operations and Project Management	4
ICMB 401	Business Innovation and Entrepreneurship	4
ICMB 402	Business Strategy	4
ICMB 490	Career Preparation	1

Note I: Students are able to take BBA courses only if they have met the following requirements:

1. Passed ICGC 102 Academic Writing and Research II or ICGC 112 Academic Writing and Research II (Advanced) with at least “D” grade
2. Passed ICGN 104 Mathematics and Its Contemporary Applications with at least “D” grade.

Note II: All BBA students are required to take either ICMB 401 Business Innovation and Entrepreneurship or ICMB 402 Business Strategy.

Major Required courses no less than 20 Credits

ICMK 351	Consumer Insights – A Qualitative Approach	4
ICMK 352	Market Intelligence – A Quantitative Approach	4
ICMK 353	Consumer Behavior and Decision Making	4
ICMK 361	Digital Marketing	4
ICMK 461	Marketing Strategy for Sustainability	4

Major Elective courses no less than 24 Credits

ICBE 471	Market Structures and Pricing Strategies	4
ICMI 331	Global Logistics and Supply Chain Management	4
ICMK 354	New Products Management	4
ICMK 355	Integrated Marketing Communications	4
ICMK 362	Strategic Brand Management	4
ICMK 451	Distribution and Retail Channels	4
ICMK 452	Business Marketing and Selling Strategy	4
ICMK 453	Global Marketing Strategy	4
ICMK 456	Special Topics in Marketing	4
ICMB 496	Practical Business Training – On Campus	8
ICMB 497	Practical Business Training – Off Campus	8

Note I: All BBA students are required to take either ICMB 496 Practical Business Training – On Campus or ICMB 497 Practical Business Training – Off Campus in their last year of study

as part of the Major Elective Courses. Students are not allowed to register for other courses in the trimester, which a Practical Business Training course is taken.

Interdisciplinary Elective courses no less than 20 Credits

Students are required to take courses for no less than a total of 20 credits from either of the following categories.

- Any 5 courses offered by MUIC's Business Administration Division
- 5 specific Minor courses offered by any BBA program. If a course designated by each major as a Minor course, is already taken and counted toward Major Required, Major Elective or Free Elective credits, students need to choose another Major Elective course in the program offering the Minor to fulfill the number of credits required in this course category.
- Minor courses from other MUIC divisions

Free Elective courses no less than 8 Credits

Students can take any courses offered by Mahidol University as a free elective course with an approval from their advisors. Except for these following courses.

ICGN 101	Decision Mathematics	4
ICGN 114	The Scientific Approach and Society	4
ICGH 101	Biotechnology: from Science to Business	4
ICGS 101	Accounting for Young Entrepreneurs	4
ICGS 102	Business Sustainability and the Global Climate Change	4
ICGS 103	Economics in Modern Business	4
ICGS 104	Essentials of Entrepreneurship	4
ICGS 105	Personal Financial Management	4
ICGS 107	MICE 101	4
ICGS 108	Money Matters	4
ICGS 118	Skills in Dealing with People Across Cultures	4