

TRAINING PROJECTS

Academic Services Group

FEBRUARY

20
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Digital Marketing Strategies (DMS) Batch 5

The Digital Marketing Strategies (DMS) Batch 5 program, held on November 4, 2023, at the Dusit D2 hotel, was a collaboration between Mahidol University International College and Pan Pho Co., Ltd. It offered a Hybrid Experiences format, focusing on sustainable growth strategies. This comprehensive two-day training equipped entrepreneurs and managers with skills for success in the online landscape. Moreover, students learned to craft effective communication strategies and engaging content across social media platforms. Upon completion, participants gained enhanced digital skills for business growth and career advancement.

Friends from Thailand 2024

Friends from Thailand 2024 Training was held between January 15 - February 4, 2024, with the cooperation between Thailand International Cooperation Agency (TICA) and Mahidol University International College (MUIC)

The primary aim of the course was to provide comprehensive training in marketing and public relations skills tailored towards the development of tourism destinations to prepare for a representative who will perform the duty of International Tourism Promotion Officer at Kushiro and Kuma, Japan. Furthermore, the curriculum encompassed topics such as Destination Marketing Management, Destination Product Development, Destination Branding, as well as Design in Promotional Materials and Storytelling.

BIG-Business Intelligence for Growth Batch 1

BIG – Business Intelligence for Growth Batch 1 program delves into business strategies, elevating them to the next level over 5 days from January 22nd to 26th, 2024, in collaboration with Mahidol University International College and Pan Pho Co., Ltd.

This training is conducted online via Zoom and Facebook closed group. The objective of this program is to foster the creation of strategies and business methods for sustainable growth. It aims to lay the foundation for strategic business management planning, hands-on implementation, precautions, and various case studies, with the goal of achieving integration for learners to apply in generating business outcomes.



Project Manager

Asst. Prof. Dr. Dissatat Prasertsakul



Project Manager

Dr. Sarinya Sungkatavat



Project Manager

Asst. Prof. Dr. Thanarek Thanakijsoombat

CONSULTANCY PROJECTS

Academic Services Group

FEBRUARY

20
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Standard Curriculum Activities Program to
Accredit Professional Qualifications for New
Graduates

For Thailand Convention and Exhibition Bureau
Duration: January 10 – November 5, 2023
Budget: 1,000,000 baht



Project Manager
Dr.Sarinya Sungkatavat

Creation of Series of Motion Graphics for
Projection Mapping in BAM Annual Event at
True Icon Hall, Icon Siam on December 25,
2023, Commission Project

For Bangkok Asset Management Co., Ltd.
Duration: December 19 – 28, 2023
Budget: 231,000 baht



Project Manager
Dr.Dynaya Bhutipunthu

Enhancing The Service Operations of The
Drug and Toxicology Information Unit

For Siriraj Poison Control Center
Duration: July 1 – November 30, 2023
Budget: 200,000 baht



Project Manager
Asst. Prof. Dr.Ploy Sud-On