

## 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 Business Marketing  
(International Program)

### 2. Degree Offered and Field of Study

In Thai Full Name : บริหารธุรกิจบัณฑิต (การตลาด)  
Abbreviation : บธ.บ. (การตลาด)  
In English Full Name : Bachelor of Business Administration  
Abbreviation : B.B.A. (Marketing)

### 3. Major Subject (If Applicable) Not applicable

### 4. Total Credits Required No less than 170 credits

### 5. Graduates' advancement

|                         |                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Career opportunities    | <p>a. Marketing strategic planner, product marketer, and brand strategist</p> <p>b. Market/Marketing researcher, Marketing Analyst</p> <p>c. Account executive, Client service, Customer relations, Sales executive, Media planner/buyer</p> <p>d. Digital marketer, Ecommerce strategist, UX Designer, Content Marketer</p> <p>e. Entrepreneur, Startup Founder</p> |
| Further fields of study | <p>a. Continued Professional Development, e.g. CMA, PCM</p> <p>b. Graduate programs in various fields and related disciplines, e.g. Strategy &amp; Consulting, Data Analytics; E-commerce Technology</p>                                                                                                                                                             |

## 6. Curriculum Structure

### 1) Foundation Courses

Non-Credit

### 2) General Education

no less than

30 Credits

| General Education Group                       | GC2 Track* | FE and GC Track* |
|-----------------------------------------------|------------|------------------|
| 1. English Communication                      | 10         | 14               |
| 2. GE Literacies                              | 12         | 12               |
| - MU Literacy                                 | 2          | 2                |
| - Health Literacy                             | 2          | 2                |
| - Science and Environmental Literacy          | 2          | 2                |
| - Intercultural and Global Awareness Literacy | 2          | 2                |
| - Civic Literacy                              | 2          | 2                |
| - Finance and Management Literacy             | 2          | 2                |
| 3. GE Electives                               | 8          | 4                |
| <b>Total</b>                                  | <b>30</b>  | <b>30</b>        |

\*Students will be placed into specific tracks based on their achievement in the essay portion of the MUIC entrance exam.

### 3) Specific Courses

no less than

112

Credits

#### 1. Core Courses

68

Credits

#### 2. Major Required Courses

20

Credits

#### 3. Major Elective Courses

16

Credits

#### 4. Practical Training Courses

8

Credits

### 4) I-Design Electives

no less than

20

Credits

### 5) Free Electives

no less than

8

Credits

| 1) Foundation Courses |                        | Non-credit |
|-----------------------|------------------------|------------|
| ICMA100               | Foundation Mathematics | 0          |
| ICMA101               | Precalculus            | 0          |

**Note I:** For B.B.A. students, students whose Mathematics placement is below ICMB151 Business Mathematics are required to take ICMA100 Foundation Mathematics and pass the course with the grade of "S" before moving to ICMB151 Business Mathematics.

For B.Sc. and B.Eng. students, students whose Mathematics placement is below ICMA106 Calculus I and/or ICMA151 Statistics for Science I are required to take ICMA101 Precalculus and pass the course with the grade of "S" before moving to ICMA106 Calculus I and/or ICMA151 Statistics for Science I.

For B.A.Sc. students, students whose Mathematics placement is below ICMA106 Calculus I and ICMA151 Statistics for Science I are required to take ICMA101 Precalculus and pass the course with the grade of "S" before moving to ICMA106 Calculus I and ICMA151 Statistics for Science I.

|         |                                          |   |
|---------|------------------------------------------|---|
| ICME101 | Foundation English: Communication Skills | 0 |
|---------|------------------------------------------|---|

**Note I:** Based on their achievement on the essay portion of the MUIC entrance exam, students whose English placement is below ICGC104 English Studies I: The Writer's Toolkit will be placed into the "FE Track". These students will be required to take ICME101 Foundation English: Communication Skills and pass the course with the grade of "S" before moving to ICGC104 English Studies I: The Writer's Toolkit.

## 2) General Education Courses

**30 Credits**

### English Communication

**10 –14 Credits**

**Note I:** Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: 'FE Track', 'GC Track' and 'GC2 Track'.

- 'FE Track' – Students who are placed into 'FE Track' will be required to take ICME101 (a non-credit course) and complete 14 credits in English Communication: ICGC104, ICGC105, ICGC106 in order, and finally, any 200+ level English courses.
- 'GC Track' – Students who are placed into 'GC Track' will be required to complete 14 credits in English Communication: ICGC104, ICGC105, ICGC106 in order, and finally, any 200+ level English courses.
- 'GC2 Track' – Students who are placed into 'GC2 Track' will be required to complete 10 credits in English Communication: ICGC105, ICGC106 in order, and finally, any 200+ level English courses.

|         |                                                                                  |   |
|---------|----------------------------------------------------------------------------------|---|
| ICGC104 | English Studies I: The Writer's Toolkit                                          | 4 |
| ICGC105 | English Studies II: The Writer's Voice                                           | 4 |
| ICGC106 | English Studies III: Public Speaking                                             | 4 |
| ICGC221 | English Studies IV: The World of English - Global Realities                      | 2 |
| ICGC222 | English Studies IV: The World of English - Literary Analysis                     | 2 |
| ICGC223 | English Studies IV: The World of English - Creative Writing                      | 2 |
| ICGC224 | English Studies IV: The World of English - Advanced Oral Communication           | 2 |
| ICGC226 | English Studies IV: The World of English - Literature Into Film                  | 2 |
| ICGC228 | English Studies IV: The World of English - Language and Culture                  | 2 |
| ICGC230 | English Studies IV: The World of English - First and Second Language Acquisition | 2 |
| ICGC231 | English Studies IV: The World of English - Poetry                                | 2 |
| ICGC232 | English Studies IV: The World of English - The Short Story and the Novel         | 2 |
| ICGC233 | English Studies IV: The World of English - Drama                                 | 2 |
| ICGC234 | English Studies IV: The World of English - Literary Non-fiction                  | 2 |
| ICGC235 | English Studies IV: The World of English - Writing for Research                  | 2 |

### GE Literacies

**12 Credits**

**Note I:** Students must complete courses in the following six categories: MU Literacy, Health Literacy, Science & Environment Literacy, Intercultural & Global Awareness Literacy, and Finance & Management Literacy. Each category requires a minimum of 2 credits.

**Note II:** If a student selects a 4-credit course to fulfill a 2-credit literacy requirement, the excess 2 credits cannot be allocated or applied toward GE Elective or Free Elective credits. Instead, these excess credits will be entirely allocated to the literacy for which they were originally intended.

### ● MU Literacy

**2 Credits**

|         |                                      |   |
|---------|--------------------------------------|---|
| ICGB101 | Project Management for Impacts       | 2 |
| ICGB108 | Event for Good                       | 2 |
| ICGN139 | Scientific Inquiry and the Community | 2 |
| ICGS169 | Learning by Doing                    | 2 |
| ICGS171 | Digital Campaign for Gender Issues   | 2 |

|         |                                                       |   |
|---------|-------------------------------------------------------|---|
| ICGS172 | Service Learning - Making Change                      | 4 |
| ICGS173 | Service Learning - Campaigning for a Cause            | 4 |
| ICGS175 | Social Innovation and Sustainability                  | 2 |
| ICGS176 | Sustainable Cooking                                   | 2 |
| ICGS177 | Social Innovation: Empowering Sustainable Communities | 2 |
| ICGT107 | Innovation: Inside Out                                | 2 |

• **Health Literacy**

**2 Credits**

|         |                                                                            |   |
|---------|----------------------------------------------------------------------------|---|
| ICGH136 | Sound & Soul: A Journey of Music, Emotion, and Well-being                  | 2 |
| ICGH143 | Flowers and Fragrances for Health                                          | 2 |
| ICGN135 | Personal Health and Well being                                             | 2 |
| ICGP101 | American Flag Football                                                     | 1 |
| ICGP102 | Badminton                                                                  | 1 |
| ICGP103 | Basketball                                                                 | 1 |
| ICGP104 | Body Fitness                                                               | 1 |
| ICGP105 | Cycling                                                                    | 1 |
| ICGP106 | Discover Dance                                                             | 1 |
| ICGP107 | Golf                                                                       | 1 |
| ICGP108 | Mind and Body                                                              | 1 |
| ICGP109 | Selected Topics in Sports                                                  | 1 |
| ICGP110 | Self Defense (Striking)                                                    | 1 |
| ICGP111 | Self Defense (Grappling)                                                   | 1 |
| ICGP112 | Soccer                                                                     | 1 |
| ICGP113 | Social Dance                                                               | 1 |
| ICGP114 | Swimming                                                                   | 1 |
| ICGP115 | Tennis                                                                     | 1 |
| ICGP116 | Volleyball                                                                 | 1 |
| ICGP118 | Health and Wellness                                                        | 2 |
| ICGP119 | Mindful Food and Well-being                                                | 2 |
| ICGP120 | Mind and Body: Navigating the Interplay of Brain, Behavior, and Well-being | 2 |
| ICGS121 | Abnormal Colleagues: how do I make this work?                              | 4 |
| ICGS126 | Introduction to Psychology                                                 | 4 |

|         |                                                                           |   |
|---------|---------------------------------------------------------------------------|---|
| ICGS155 | Pathway to Purpose: Life Design and Self-Exploration                      | 4 |
| ICGS164 | Positive Psychology                                                       | 2 |
| ICGS178 | Unmasking Human Behaviour: Exploring Psychological Truths about Behaviour | 2 |
| ICGS179 | Health and Society                                                        | 2 |
| ICLL100 | Self Development                                                          | 2 |

● **Science & Environment Literacy**

**2 Credits**

|         |                                                                                              |   |
|---------|----------------------------------------------------------------------------------------------|---|
| ICGH131 | Unraveling the Anthropocene: A Philosophical Critique of Earth's Shifts and Humanity's Roles | 2 |
| ICGH142 | Fantasy Literature's Environmental Message                                                   | 2 |
| ICGH144 | A Candle in the Dark: How to Tell Fact from Fiction                                          | 2 |
| ICGN105 | Ecology, Ecosystems and Socio-Economics in Southeast Asia                                    | 4 |
| ICGN107 | The Chemistry of Everyday Life                                                               | 4 |
| ICGN108 | Essentials of Culinary Science for Food Business                                             | 4 |
| ICGN111 | Physics for CEO                                                                              | 4 |
| ICGN113 | Plants, People and Poisons                                                                   | 4 |
| ICGN114 | The Scientific Approach and Society                                                          | 4 |
| ICGN115 | Human Evolution, Diversity and Health                                                        | 4 |
| ICGN116 | Understanding and Visualizing Data                                                           | 4 |
| ICGN119 | Computer Essentials                                                                          | 4 |
| ICGN123 | The Earth's Dynamic Structure                                                                | 4 |
| ICGN124 | Climate Change and Human Society                                                             | 4 |
| ICGN126 | Plant Society                                                                                | 2 |
| ICGN127 | Practical Mathematics                                                                        | 2 |
| ICGN128 | Climate Emergency, Biodiversity Crisis, and Humanity at Risk                                 | 2 |
| ICGN129 | Programming for Problem Solving                                                              | 4 |
| ICGN130 | Cryptography: The Science of Making and Breaking Codes                                       | 2 |
| ICGN134 | Introduction to Artificial Intelligence                                                      | 2 |
| ICGN136 | Creator Workshop                                                                             | 2 |
| ICGN137 | Star Wanderer                                                                                | 2 |
| ICGN138 | Cosmetics Chemistry                                                                          | 2 |
| ICGN140 | Food Energy for Health                                                                       | 2 |

|         |                                                                                  |   |
|---------|----------------------------------------------------------------------------------|---|
| ICGN141 | Life in the Sea                                                                  | 2 |
| ICGN142 | Energy and the Environment                                                       | 2 |
| ICGN143 | Gaia: Life on Earth                                                              | 2 |
| ICGT101 | Technology-Enhanced Learning: Harnessing AI & Digital Tools for Academic Success | 2 |
| ICGT102 | Digital Document Management                                                      | 2 |
| ICGT103 | Computational Thinking                                                           | 2 |
| ICGT104 | Tell a Great Story with Data                                                     | 2 |
| ICGT105 | No-Code Application Development                                                  | 2 |
| ICGT106 | Data and Spreadsheets                                                            | 2 |
| ICLL102 | Skills for a Digital World                                                       | 2 |

● **Intercultural & Global Awareness Literacy**

**2 Credits**

|         |                                                       |   |
|---------|-------------------------------------------------------|---|
| ICGH107 | Contemporary Art and Visual Culture                   | 4 |
| ICGH109 | Creative Thinking Through Art and Design              | 4 |
| ICGH110 | Drawing as Visual Analysis                            | 4 |
| ICGH115 | Cinematic Language and Applications                   | 4 |
| ICGH116 | World Cinemas                                         | 4 |
| ICGH117 | Drawing as Creative Expression                        | 4 |
| ICGH118 | Photography Visualizing in the Digital Age            | 4 |
| ICGH120 | Thai and ASEAN Cinema                                 | 4 |
| ICGH124 | Life Drawing and Anatomy                              | 4 |
| ICGH128 | Internet Celebrity, Culture and the Media             | 4 |
| ICGH130 | The Logic Lab: Crafting Coherent Arguments            | 2 |
| ICGH132 | The Rise and Fall of Ancient Athens                   | 2 |
| ICGH135 | The Horror Film                                       | 2 |
| ICGH137 | Apocalypse Now, or Never, or Maybe?                   | 2 |
| ICGH139 | Spirituality, Sustainability, Ecosystems              | 2 |
| ICGH141 | SPQR—Glimpses of Rome                                 | 2 |
| ICGH145 | Essentials to Photography, Skills and Practices       | 2 |
| ICGH146 | Acting for Self-Discovery and Empathizing with Others | 2 |
| ICGH147 | Myth and the Masks of the Divine                      | 2 |
| ICGH148 | Quest for Global Justice: A Philosophical Inquiry     | 2 |

|         |                                                                              |   |
|---------|------------------------------------------------------------------------------|---|
| ICGL101 | Elementary German I                                                          | 4 |
| ICGL102 | Elementary German II                                                         | 4 |
| ICGL103 | Elementary German III                                                        | 4 |
| ICGL111 | Elementary Japanese I                                                        | 4 |
| ICGL112 | Elementary Japanese II                                                       | 4 |
| ICGL113 | Elementary Japanese III                                                      | 4 |
| ICGL121 | Elementary French I                                                          | 4 |
| ICGL122 | Elementary French II                                                         | 4 |
| ICGL123 | Elementary French III                                                        | 4 |
| ICGL131 | Elementary Chinese I                                                         | 4 |
| ICGL132 | Elementary Chinese II                                                        | 4 |
| ICGL133 | Elementary Chinese III                                                       | 4 |
| ICGL141 | Elementary Spanish I                                                         | 4 |
| ICGL142 | Elementary Spanish II                                                        | 4 |
| ICGL143 | Elementary Spanish III                                                       | 4 |
| ICGL160 | Introduction to Thai Language and Culture                                    | 4 |
| ICGL161 | Elementary Thai I                                                            | 4 |
| ICGL162 | Elementary Thai II                                                           | 4 |
| ICGL163 | Elementary Thai III                                                          | 4 |
| ICGL164 | Thai Writing for Specific Purposes in Workplace<br>*for native Thai students | 2 |
| ICGL171 | Diversities in Multilingual Societies                                        | 2 |
| ICGL172 | Chinese Influence in Thai Society                                            | 2 |
| ICGL173 | Introduction to Japanese Societies                                           | 2 |
| ICGL174 | From Siesta to Fiesta: Introduction to Spanish and Latin American Culture    | 2 |
| ICGL201 | Pre-Intermediate German I                                                    | 4 |
| ICGL202 | Pre-Intermediate German II                                                   | 4 |
| ICGL203 | Pre-Intermediate German III                                                  | 4 |
| ICGL211 | Pre-Intermediate Japanese I                                                  | 4 |
| ICGL212 | Pre-Intermediate Japanese II                                                 | 4 |
| ICGL213 | Pre-Intermediate Japanese III                                                | 4 |
| ICGL221 | Pre-intermediate French I                                                    | 4 |

|         |                                               |   |
|---------|-----------------------------------------------|---|
| ICGL222 | Pre-intermediate French II                    | 4 |
| ICGL223 | Pre-intermediate French III                   | 4 |
| ICGL231 | Pre-Intermediate Chinese I                    | 4 |
| ICGL232 | Pre-Intermediate Chinese II                   | 4 |
| ICGL233 | Pre-Intermediate Chinese III                  | 4 |
| ICGL241 | Pre-Intermediate Spanish I                    | 4 |
| ICGL242 | Pre-Intermediate Spanish II                   | 4 |
| ICGL243 | Pre-Intermediate Spanish III                  | 4 |
| ICGN125 | Games and Learning                            | 2 |
| ICGS112 | Geography of Human Activities                 | 4 |
| ICGS128 | Global Gastronomy and Cuisines                | 4 |
| ICGS131 | Introduction to International Studies         | 4 |
| ICGS132 | Career Preparation in a Globalized World      | 4 |
| ICGS133 | Foundation of Mediterranean Cultures          | 4 |
| ICGS137 | Witchcraft and Gender Representation          | 4 |
| ICGS143 | Introduction to Air Transport and Tourism     | 4 |
| ICGS156 | Fashion and Society                           | 2 |
| ICGS157 | Asian Religious Traditions                    | 2 |
| ICGS159 | The Self and Modern Media                     | 2 |
| ICGS161 | Skills in Dealing with People Across Cultures | 2 |
| ICGS162 | Arts, Culture and Tourism Development         | 2 |
| ICGS165 | Tea Studies                                   | 2 |
| ICGS167 | Coffee Studies                                | 2 |
| ICGS168 | Faith a Lifestyle                             | 2 |
| ICGS180 | Cafe Story and Slow food                      | 2 |
| ICGS181 | Cuisine and Culture                           | 2 |
| ICGS182 | Humor Horizons                                | 2 |

● **Civic Literacy**

**2 Credits**

|         |                                                          |   |
|---------|----------------------------------------------------------|---|
| ICGH126 | Behavioral Ethics: Why Good People Do Bad Things         | 2 |
| ICGH129 | Searching for Meaning                                    | 2 |
| ICGH133 | Socrates, His Predecessors and Successors                | 2 |
| ICGH134 | Digital Media Literacy: Skills for 21st Century Learning | 2 |

|         |                                                                         |   |
|---------|-------------------------------------------------------------------------|---|
| ICGH138 | The Philosophies of Asia                                                | 2 |
| ICGH140 | Ethics and Evolution                                                    | 2 |
| ICGH149 | Law, Technology, and Society                                            | 2 |
| ICGH150 | Global Perspectives on Free Expression in the Digital Age               | 2 |
| ICGN131 | Digital Search Literacy                                                 | 2 |
| ICGN132 | Digital Security and Privacy                                            | 2 |
| ICGN144 | Environmental Ethics                                                    | 2 |
| ICGN145 | Food Integrity and Food Fraud: When a Food Product Is Not What It Seems | 2 |
| ICGS134 | Is Democracy Good?                                                      | 4 |
| ICGS136 | Social and Health Issues in Thailand                                    | 4 |
| ICGS140 | Fake News, Censorship and the Politics of Truth                         | 4 |
| ICGS147 | Women in Leadership                                                     | 4 |
| ICGS158 | Contemporary Issues in Thailand                                         | 2 |
| ICGS160 | Self and Society                                                        | 2 |
| ICGS163 | Popular Media and Conflicts                                             | 2 |
| ICGS166 | Power and Politics                                                      | 2 |
| ICGS170 | Civic Action in Thailand                                                | 2 |
| ICGS183 | Media and Community                                                     | 2 |

● **Finance & Management Literacy**

**2 Credits**

|         |                                                                      |   |
|---------|----------------------------------------------------------------------|---|
| ICGB102 | Navigating the Market Landscape                                      | 2 |
| ICGB103 | Decoding Economic News                                               | 2 |
| ICGB104 | Entrepreneurship in a Disruptive Environment                         | 2 |
| ICGB105 | Personal Finance Literacy                                            | 2 |
| ICGB106 | The Business of Fashion                                              | 2 |
| ICGB107 | Tourism Management Perspectives                                      | 2 |
| ICGB109 | Business Event Essentials                                            | 2 |
| ICGB110 | Management Styles of Effective Leaders                               | 2 |
| ICGB111 | Leadership in a Global Society                                       | 2 |
| ICGB112 | The Art of Pricing                                                   | 2 |
| ICGB113 | Crisis Management in Service Businesses                              | 2 |
| ICGB114 | Cultural Strategies for Success: Unveiling Eastern Business Dynamics | 2 |

|         |                                                                                 |   |
|---------|---------------------------------------------------------------------------------|---|
| ICGB115 | Money: Deciphering Currencies of Value                                          | 2 |
| ICGB116 | Managing Self and Working with Others                                           | 2 |
| ICGH101 | Biotechnology: from Science to Business                                         | 4 |
| ICGS102 | Business Sustainability and the Global Climate Change                           | 4 |
| ICGS135 | Entrepreneurial Accounting                                                      | 4 |
| ICGS153 | Social Media Management for Service Sector                                      | 2 |
| ICGS174 | The Art of Leadership in Practice: Inspiration                                  | 2 |
| ICGS184 | Healthy Habits, Happy Shoppers: Exploring Health Literacy in Consumer Decisions | 2 |
| ICLL101 | Professional Development                                                        | 2 |

### General Education Elective Courses

4-8 Credits

Students need to take remaining courses in any GE category to fulfill their 30 credits requirement of GE:4 credits for students whose English Communication track are placed into 'FE track' or 'GC Track' and 8 credits for students whose English Communication track are placed into 'GC2 Track'. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

### 3) Specific Courses

no less than

112 Credits

#### 1. Core Courses

68 Credits

|          |                                                       |   |
|----------|-------------------------------------------------------|---|
| ICMB 150 | Introduction to Programming and Business Applications | 2 |
| ICMB 151 | Business Mathematics                                  | 2 |
| ICMB 152 | Business Statistics                                   | 4 |
| ICMB 253 | Microeconomics                                        | 4 |
| ICMB 254 | Macroeconomics                                        | 4 |
| ICMB 255 | Management of Business Information                    | 4 |
| ICMB 256 | Principles of Financial Accounting                    | 4 |
| ICMB 257 | Business Finance for Entrepreneurs                    | 4 |
| ICMB 258 | Business Communication                                | 4 |
| ICMB 259 | Principles of Marketing                               | 4 |
| ICMB 260 | Management and Organizational Behavior                | 4 |
| ICMB 261 | Human Resources Management                            | 4 |
| ICMB 262 | International Business Management                     | 4 |

|          |                                    |   |
|----------|------------------------------------|---|
| ICMB 350 | Business Law                       | 4 |
| ICMB 351 | Business Ethics and Sustainability | 4 |
| ICMB 352 | Management Science                 | 4 |
| ICMB 353 | Operations Management              | 4 |
| ICMB 450 | Strategic Management               | 4 |

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

1. Passed ICGC 104 English Studies I: The Writer's Toolkit with "S" grade or being placed in the English course level higher than ICGC 104 English Studies I: The Writer's Toolkit.
2. Passed ICMA 100 Foundation Mathematics with "S" grade or the placement Test.

**Note II:** ICMB 450 Strategic Management is restricted for students who have completed at least 124 credits.

## 2. Major Required Courses

20 Credits

|          |                                               |   |
|----------|-----------------------------------------------|---|
| ICMK 371 | Consumer Insights – A Qualitative Approach    | 4 |
| ICMK 372 | Market Intelligence – A Quantitative Approach | 4 |
| ICMK 373 | Consumer Behavior and Decision Making         | 4 |
| ICMK 379 | Digital Marketing                             | 4 |
| ICMK 479 | Marketing Strategy for Sustainability         | 4 |

## 3. Marketing Major Elective Tracks

no less than 16 Credits

Marketing students can choose to focus on one of three marketing areas: Track 1 Digital Marketing; Track 2 Brand Management; Track 3 Entrepreneurial Marketing. Students will need to complete 16 credits from the respective lists below, of which those credits cannot be double-counted towards fulfilling other course types (Core courses, Major required courses, and Major elective courses)

### 3.1 Track I: Digital Marketing

no less than 16 Credits

|          |                                     |   |
|----------|-------------------------------------|---|
| ICMK 381 | E-Commerce                          | 4 |
| ICMK 382 | Integrated Marketing Communications | 4 |
| ICMK 389 | Digital Content Marketing           | 4 |
| ICMK 482 | Omni-channel Retailing              | 4 |
| ICMK 487 | Digital Media Analytics             | 4 |

**3.2 Track 2: Brand Management****no less than 16 Credits**

|          |                                          |   |
|----------|------------------------------------------|---|
| ICMK 383 | Brand Excellence and Consumer Experience | 4 |
| ICMK 384 | The Art of Luxury Branding               | 2 |
| ICMK 385 | Personal Branding                        | 2 |
| ICMK 386 | Health & Wellness Branding               | 2 |
| ICMK 387 | Place Branding                           | 2 |
| ICMK 481 | Services Marketing                       | 4 |
| ICMK 486 | New Products Management                  | 4 |
| ICMI 453 | International Marketing Management       | 4 |

**3.3 Track 3: Entrepreneurial Marketing****no less than 16 Credits**

|          |                                                                   |   |
|----------|-------------------------------------------------------------------|---|
| ICMK 381 | E-Commerce                                                        | 4 |
| ICMK 382 | Integrated Marketing Communications                               | 4 |
| ICMK 388 | Regional Marketing: From North to South, West to East             | 4 |
| ICMK 480 | Entrepreneurial Marketing for Small, Startup, and Family Business | 4 |
| ICMK 485 | Professional Selling Strategy                                     | 4 |
| ICMK 486 | New Products Management                                           | 4 |

**Note I:** Marketing major students who do not choose one of these three marketing tracks can opt to complete any four courses from the track lists above; of which those credits cannot be double-counted towards fulfilling other course types (Core courses, Major required courses, and Major elective courses)

**4. Practical Training Courses****8 Credits**

|          |                                                           |   |
|----------|-----------------------------------------------------------|---|
| ICMB 451 | Practical Business Training – Off Campus                  | 8 |
| ICMB 452 | Innovation, Entrepreneurship and New Business Development | 8 |

**Note I:** All BBA students are required to take either ICMB 451 Practical Business Training – Off Campus or ICMB 452 Innovation, Entrepreneurship and New Business Development when they have completed at least 124 credits.

**Note II:** For ICMB 451 Practical Business Training – Off Campus, students are not allowed to register for other courses in the trimester unless approved by their respective Program Director.

#### **4) I-Design Electives**

**20 Credits**

The purpose of the I-Design electives is to promote multidisciplinary learning. Students are encouraged to explore courses offered by diverse disciplines across MUIC, Mahidol University, and partner institutions. The I-Design electives can be satisfied upon the completion of the following course categories:

1. Minor courses offered by any program in MUIC
2. Certificate courses offered by any program in MUIC
3. Any major courses offered by any program in MUIC
4. Any major courses offered in Mahidol University (including undergraduate and graduate level courses). Courses must be approved by the student's advisor.
5. Any major courses offered at partner institutions (who have MOU with Mahidol University and/or MUIC). Courses must be approved by the student's advisor.

#### **5) Free Electives**

**8 Credits**

Students can take any courses offered by MUIC / Mahidol University or any major courses offered by the partner institutions (with MOU) as free elective courses with the approval from the advisor.



**Mahidol University**  
**International College**