

Bachelor of Business Administration in Modern Marketing

CURRICULUM STRUCTURE

(Total credit not less than 121 credits)

1. General Education (GE) Courses	30 Credits
GE Compulsory Courses	27 credits
1.1 Languages	9 Credits
1501101 English for Communication in Daily Life	3 Credits
1501102 Applied Conversational English	3 Credits
1501103 Thai for Communication	3 Credits
1.2 Humanities and Social Sciences	9 Credits
2001101 The Beauty of life	3 Credits
2001102 King's Philosophy	3 Credits
<ul style="list-style-type: none"> ▪ Choose to study at least 3 credits in the GE courses in the group of Humanities and Social Sciences. 	3 Credits
1.3 Science, Mathematics, and Technology	9 Credits
4001101 Mathematics and Science for Life-Solving	3 Credits
4001102 Science for Life	3 Credits
4001103 Digital Literacy	3 Credits
GE Elective Courses	3 Credits
1.4 Choose to study the GE elective courses according to different subject groups that is not the same as the courses that have been studied before, not less than 3 credits.	3 Credits

2. Specific Courses	85 Credits
Core Courses	36 Credits
3521101 Principles of Accounting	3 Credits

3541001	Principles of Modern Marketing	3 Credits
3532202	Business Taxation	3 Credits
3532401	Financial Management	3 Credits
3561002	Business Ethics and Social Responsibility	3 Credits
3562003	English for Business Communication	3 Credits
3562004	Human Resource Management	3 Credits
3562005	Production and Operation Management	3 Credits
3563010	Innovation Management	3 Credits
3564010	Strategic Management	3 Credits
3591101	Principles Of Economic	3 Credits
3601001	Management Information Technology for Business	3 Credits
Compulsory Major Courses		36 Credits
<ul style="list-style-type: none"> For students of Modern Marketing Management 		
3541101	Modern Consumer Behaviors	3 Credits
3541102	Product and Price Management	3 Credits
3541103	Marketing Channels and Physical Distribution	3 Credits
3542104	Integrated Marketing Communication	3 Credits
3542105	Marketing Management	3 Credits
3542106	Service Marketing	3 Credits
3542107	Sales Management	3 Credits
3543108	Community Business Marketing	3 Credits
3543109	Marketing Analysis and Decision-Making	3 Credits
3543110	Marketing Research	3 Credits
3543111	Marketing Strategy and Planning	3 Credits
3544112	Seminar in Marketing	3 Credits
<ul style="list-style-type: none"> For students of Retail Marketing Management 		
3551101	Modern Trade Marketing Management	3 Credits
3552102	Consumer Behavior Analysis for Retail Business	3 Credits
3552103	Entrepreneurship for Modern Trade Business	3 Credits

3553104	Retail Marketing Research	3 Credits
3554105	Seminar in Retail Marketing	3 Credits
3551106	Work-Based Learning in Retail Marketing Management 1	3 Credits
3551107	Work-Based Learning in Retail Marketing Management 2	3 Credits
3552108	Work-Based Learning in Retail Marketing Management 3	3 Credits
3552109	Work-Based Learning in Retail Marketing Management 4	3 Credits
3553110	Work-Based Learning in Retail Marketing Management 5	3 Credits
3553111	Work-Based Learning in Retail Marketing Management 6	3 Credits
3554112	Work-Based Learning in Retail Marketing Management 7	3 Credits
Major Elective Courses		6 Credits
<p>■ For students of Modern Marketing Management, choose to study from the following major elective courses, not less than 6 credits.</p>		
3542201	Salesmanship and Presentation Techniques	3 Credits
3542202	ASEAN Economic Community: AEC Marketing	3 Credits
3542203	Event Marketing	3 Credits
3543204	Digital Marketing	3 Credits
3543205	Customer Relationship Management	3 Credits
3543206	Green and Sustainable Marketing	3 Credits
3543207	Agricultural Product Marketing	3 Credits
3543208	Global Marketing	3 Credits
3543209	Special Topics in Marketing	3 Credits
3543210	English for Marketer	3 Credits
<p>■ For students of Retail Marketing Management, choose to study from the following major elective courses, not less than 6 credits.</p>		
3552201	Promotion Mix for Retail Business	3 Credits
3552202	Sales Management in Retail Business	3 Credits
3553203	Store Location and Design	3 Credits
3553204	Non-stored Retail Business	3 Credits

3553205	Retail Business Customer Relationship Management	3 Credits
3553206	Information System for Retail Marketing Management	3 Credits
3553207	English for Retail Business Management	3 Credits
3553208	Chinese for Retail Business Communication	3 Credits
3553209	Retail Marketing in ASEAN Marketplace	3 Credits
3553210	Warehouse and Distribution Management	3 Credits
Internship / Cooperative Education		7 Credits
<ul style="list-style-type: none"> ■ For students of Modern Marketing Management 		
3544601	Preparation for Professional Experience in Business Management	2 credits (90 hours)
3544602	Internship in Moderna Marketing Management	5 Credits (450 hours)
Or		
3544701	Pre-Cooperative Education	1 Credits (30 hours)
3544702	Cooperative Education	6 Credits (1 semester / 16 weeks)
<ul style="list-style-type: none"> ■ For students of Retail Marketing Management 		
3554701	Work-based Learning and Internship in Retail Marketing Management / Cooperative Education	7 Credits (830 hours)

3. Free Elective Courses		6 Credits
<ul style="list-style-type: none"> ■ Choose to study any course from the curriculum of Surindra Rajabhat University without repeating any courses that have previously taken, not less than 6 credits. 		6 Credits