

Bachelor of Business Administration

Program in Marketing

Curriculum Revised 2024.

Program Name

Bachelor of Business Administration Program in Marketing

Degree Title and Major

- Full Name: Bachelor of Business Administration (Marketing)
- Abbreviation: B.B.A. (Marketing)

Program Philosophy

Have professional knowledge in marketing, possess ethics, and be able to communicate and work with others at an international level.

Program Highlights

It is a curriculum that focuses on both theoretical and practical learning, including studying in marketing laboratories and fieldwork. It provides academic knowledge and competence in digital-era social media marketing to enable planning and decision-making in determining marketing strategies. The knowledge can be applied to business or operations and integrated to solve problems and develop new knowledge in the era of continuous marketing changes.

Program Learning Outcomes

PLOs	Expected learning outcomes of the marketing program	
PLOs1	Integrate knowledge in professional fields and technology to possess the characteristics of an innovator.	
	Sub PLO 1.1	Demonstrate skills of being an innovator (The Innovator's DNA), analytical thinking and problem-solving, data access and data analysis, creativity, and design.

PLOs	Expected learning outcomes of the marketing program	
	Sub PLO 1.2	Integrate professional knowledge and technology to promote innovator characteristics.
PLOs2	Integrate knowledge of business administration to possess entrepreneurial characteristics.	
	Sub PLO 2.1	Apply knowledge of business administration, accounting, and economics for business operations.
	Sub PLO 2.2	Integrate business administration knowledge to create a business simulation model.
PLO3	Systematic analytical thinking skills, information communication, and the use of information technology.	
	Sub PLO 3.1	Apply design thinking concepts to marketing operations.
	Sub PLO 3.2	Be able to communicate marketing information using Thai and/or English.
	Sub PLO 3.3	Be able to use basic Microsoft Office programs for work.
	Sub PLO 3.4	Use information technology to search, collect, and analyze marketing data.
PLO4	Explain fundamental marketing concepts and present a marketing communication plan.	
	Sub PLO 4.1	Explain the fundamental principles of target group analysis, marketing mix, consumer behavior, marketing environment, and digital marketing.
	Sub PLO 4.2	Explain the fundamental principles of target audience analysis, marketing mix, consumer behavior, marketing environment, and digital marketing.
	Sub PLO 4.3	Design and present offline and/or online marketing communication plans.
PLO5	Specific skills of each major in marketing operation planning.	
	Sub PLO 5.1	Plan and present marketing strategies in alignment with the digital era.
	Sub PLO 5.2	Plan retail store management and design store decoration.
	Sub PLO 5.3	Plan and organize marketing activities for the MICE industry.
PLO6	Integrate marketing knowledge with other disciplines in practice.	
	Sub PLO 6.1	Apply modern technology to carry out marketing operations.
	Sub PLO 6.2	Select marketing concepts and theories to solve business problems.

PLOs	Expected learning outcomes of the marketing program	
	Sub PLO 6.3	Integrate marketing knowledge with the disciplines of business administration, accounting, economics, and communication technology to design business models.
PLO7	Be responsible for work and comply with regulations.	
	Sub PLO 7.1	Be able to work as a team.
	Sub PLO 7.2	Comply with ethics and/or the code of conduct in marketing.

Program Structure

This curriculum takes 3.5 years to complete, and students must earn a total of 124 credits, which consist of the following courses:

- General Education Courses: 24 credits to develop social skills, analytical thinking, and life skills.
- Basic Business Administration Courses: 33 credits to enhance knowledge in management, accounting, marketing, finance, economics, information systems, international business management, and logistics.
 - Principles of International Business Administration
 - English for Global Business
 - Principles of Marketing
 - Principles of Management
 - Business Law and Ethics
 - Statistical Business Analysis
 - Principles of Accounting
 - Applying SAP Business One in Business Process
 - Technology for Electronic Business
 - Business Finance
 - Microeconomics 1

- Required Courses: 36 credits
 1. The required group courses are the same, totaling 21 credits.
 - Consumer Behavior in the Digital Age
 - Integrated Marketing Communications
 - Management of Distribution Channels in the Digital Age
 - Pricing Strategy
 - Product Management and Branding
 - Marketing Research
 - Data Analytics for Entrepreneurship
 - Management of Distribution Channels in the Digital Age
 - Pricing Strategy
 - Product Management and Branding
 - Marketing Research
 2. The major courses total 15 credits.
 - 2.1 The major course is Marketing
 - Strategic Sales Management
 - Event Marketing Practice
 - Marketing Strategies and Planning
 - Digital Marketing Management
 - Digital Marketing Tools for Modern Entrepreneurs
 - 2.2 The major course is Retail Business
 - Visual Merchandising
 - Purchasing Management
 - Retail Business Administration
 - Services Marketing
 - Product Operations in Mock-up Retail Stores
 - 2.3 The major course is Exhibition Management and Event Marketing
 - Introduction to the MICE Industry
 - Event Operations and Project Planning

- Marketing for MICE Industry and Event Business
 - The Practice of Organizing National and International Festivals and Event
 - Facilities Management
- Elective Courses: 15 credits, such as Online Communication Design and Innovative Marketing, Presentation Techniques, and Marketing for Social and Business Sustainability.
 - Professional Experience Enhancement Courses: 10 credits for preparing and undergoing internships in organizations.
 - Free Elective Courses: 6 credits to allow students to choose additional courses of interest.

Career Opportunities

The Bachelor of Business Administration program in Marketing equips graduates with knowledge applicable to a wide range of careers, as it offers 3 majors. These include careers such as: self-employed entrepreneurs, marketing communicators, digital marketers, marketing and sales staff, market researchers, marketing analysts, advertising and sales promotion staff, marketing strategy planners, sales managers, retail store managers, assistant retail store managers, marketing lecturers or researchers, shipping and warehouse staff, display and store decoration staff, marketing and sales event planners, event marketing/activity organizers, project managers in event businesses, tourism business managers, hotel managers, national/international conference organizers, business organizers, and other related careers.

Collaboration and Support

The Marketing Department has collaboration in the curriculum with Thai Watsadu Company, Dutch Mill Company, Betago Company, and the Central Group to provide students with real work experience.

Qualifications of applicants for the Bachelor of Business Administration program, majoring in Marketing.

For those interested in applying for the Bachelor of Business Administration program, majoring in Marketing, at Rajamangala University of Technology Thanyaburi, applicants should have the following qualifications:

1. Basic Educational Qualifications:

- Completion of upper secondary education (Grade 12) or equivalent from a school accredited by the Ministry of Education.
- Completion of a vocational certificate (VTC) or equivalent in a related field from an institution accredited by the Ministry of Education.
- Completion of a higher vocational certificate (HVC) or equivalent in a related field (for credit transfer purposes).

2. Other Qualifications:

- Good physical and mental health to be able to fully participate in the program's learning and activities.
- Financial readiness: applicants should be prepared to manage their education and related expenses during their studies.

Tuition Fee

Business Administration Curriculum	Semester 1	Semester 2	Semester 3	Estimated expenses	
				Transfer	4-year curriculum
				2 year	3.5 - 4 year
- Marketing	14,000 Thai baht	14,000 Thai baht	8,000 Thai baht	56,000 Thai baht	112,000 Thai baht
- Marketing(Special Program)	20,000 Thai baht	20,000 Thai baht	10,000 Thai baht	100,000 Thai baht	-

Application and Selection Process

Application

Interested applicants can apply through the university's online system at www.oreg.rmutt.ac.th or other admission channels specified by the university. Applicants must fill in their personal information and submit required documents, such as a transcript and a certificate of graduation.

Selection Process

Applicants must pass a written exam, an interview, or an evaluation based on their academic achievements and past activities. These processes will be used to assess and select qualified candidates.

Announcement of Results

The university will announce the list of selected candidates who are eligible to enroll in the program within the specified timeframe.

Head of the Marketing Department

Name: Asst. Prof. Sunjita Phromchoti

Contact Information: Building 4, 3rd Floor, Phone number: 02 549 4818, LINE ID: sunjita2514