

Program of Study  
Bangkok University International  
Bachelor of Business Administration Program in Marketing (International Program)  
Academic Year 2024

**First Year      First Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE014	Aesthetics and Well-being for Life	3	3		
IEN106	The Art of Writing	3	3		
IMK150	Business Fundamentals	3	3		
IMK154	Fundamentals of Economics	3	3		
		15	15		

**First Year      Second Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE012	Citizenship in Society and International Community	3	3	3	3
IGE013	Technology and Innovation for the Future	3	3	3	3
IEN108	Persuasive Presentation	3	3	3	3
IMK151	Essentials of Marketing	3	3	3	3
IMK152	Essentials of Management	3	3	3	3
IMK153	Fundamental of Accounting	3	3	3	3
IMK150	Business Fundamentals			3	3
		18	18	21	21

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Second Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	3	3
IEN107	Critical Reading and Writing	3	3	3	3
IMK200	Technologies for Marketing	3	3	3	3
IMK250	Human Resource and Leadership Management	3	3	3	3
IMK252	Corporate Finance	3	3		
IMK257	Consumer Psychology and Behavior	3	3	3	3
IGE011	Thinking Skills for Lifelong Learning			3	3
IGE014	Aesthetics and Well-being for Life			3	3
		18	18	21	21

Second Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK251	Organizational and Multicultural Adaption in Business	3	3	3	3
IMK254	Business Law and Taxation	3	3	3	3
IMK255	Operations Management	3	3	3	3
IMK256	Global Marketing	3	3	3	3
IMK201	Statistics for Marketing	3	3	3	3
IMK350	Branding and Innovative Product Development	3	3	3	3
IEN106	The Art of Writing			3	3
		18	18	21	21

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**Third Year First Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK253	Managerial Accounting for Business Management	3	3	3	3
IMK300	Data Driven for Marketing	3	3	3	3
IMK351	Logistics and Distributions Management	3	3	3	3
IMK352	Promotional Mix Strategies	3	3	3	3
IMK354	Services Marketing and Customer Experiences	3	3	3	3
IMK401	Application for Database Marketing (Major Elective 1)	3	3	3	
ICO301	Pre-Cooperative Education (Major Elective 6)		3		3
IMK154	Fundamentals of Economics			3	3
		18	21	21	21

**Third Year Second Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK353	Pricing Strategy in Marketing	3	3	3	3
IMK355	Marketing in Digital Era	3	3	3	3
IMK302	Consumer and Market Analytics	3	3	3	3
IMK403	Modern Tools for Searching (Major Elective 2)	3	3	3	3
IMK467	Web3 and Decentralized Marketing (Major Elective 3)	3		3	
XXXXXX	Free Elective 1	3		3	
IMK450	Corporate Ethics for Marketing		3		3
IMK452	Professional Self-Development		3		3
IMK401	Application for Database Marketing (Major Elective 1)				3
		18	18	18	21

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**Fourth Year First Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK356	Seminar in Marketing and Trends	3	3	3	3
IMK451	Project Marketing Management	3	3	3	3
IMK467	Web3 and Decentralized Marketing (Major Elective 3)		3		3
IMK473	Psychology and Neuro Marketing (Major Elective 4)	3		3	
IMK474	Speciality Product Marketing (Major Elective 5)	3		3	
XXXXXX	Free Elective 1		3		3
XXXXXX	Free Elective 2		3		3
IMK252	Corporate Finance			3	3
		12	15	15	18

**Fourth Year Second Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMK450	Corporate Ethics for Marketing	3		3	
IMK452	Professional Self-Development	3		3	
IMK476	Sustainable Business and Marketing (Major Elective 6)	3		3	
XXXXXX	Free Elective 2	3		3	
IMK430	Cooperative Education (Major Elective 4,5)		6		6
		12	6	12	6