

**Bachelor's Degree Program in Marketing
(135 credits)**

**General Basic
Courses
(30 Credits)**

**Business Core
Courses
(48 Credits)**

**Major Area
Courses
(33 Credits)**

**Elective
Courses
(18 Credits)**

**Free Elective
Courses
(6 Credits)**

Major Compulsory
Courses
(33 Credits)

OR

Minor Area Courses
AC (18 Credits)
FN (18 Credits)

OR

Double Major
Courses
AC (33 Credits)
FN (33 Credits)

**Bachelor of Business
Administration (B.B.A.)
Major: Marketing**

**Bachelor of Business Administration (B.B.A.)
Major: Marketing
Minor: Accounting / Finance
Or
Double Major: Accounting / Finance**

BBA CURRICULUM 2018 - MARKETING MAJOR

General Basic Courses (30 credits)

Code	Course Title	Credits	Prerequisite
TU100	Civic Engagement	3	-
TU101	Thailand, ASEAN, and the World	3	-
TU102	Social Life Skills <u>or</u>	3	-
TU108	Self Development and Management	3	-
TU103	Life and Sustainability	3	-
TU104	Critical Thinking, Reading, and Writing	3	-
TU105	Communication Skills in English	3	-
TU106	Creativity and Communication	3	-
EL204	English Presentation	3	-
and select 6 credits from following courses			
EG211	Listening - Speaking	3	TU105 or Exemption
EG221	Critical Reading	3	TU105 or Exemption
TU122	Law in Everday Life	3	-
TU152	Fundamental Mathematics	3	-

Business Core Courses (48 credits)

Code	Course Title	Credits	Prerequisite
AC201	Fundamental Accounting	3	-
AC202	Management Accounting	3	AC201
BA201	Business Law	3	2nd-year student status
BA202	Taxation	3	2nd-year student status
BA204	Business Statistics	3	-
BA301	Business Internship	3	3rd-year student status
BA401	Strategic Management	3	4th-year student status
EC213	Introductory Microeconomics	3	-
EC214	Introductory Macroeconomics	3	-
EL221	Communicative Business English 1	3	TU105
EL321	Communicative Business English 2	3	EL221
FN201	Business Finance	3	AC201
HR201	Modern Management and Entrepreneurship	3	-
IS201	Digital Technology for Business	3	-
MK201	Principles of Marketing	3	-
OM201	Operations Management	3	-

BBA CURRICULUM 2018 - MARKETING MAJOR**Major Compulsory Courses (33 credits)**

Code	Course Title	Credits	Prerequisite
MK311	Consumer Behavior	3	MK201
MK312	Brand Management	3	MK311
MK313	Marketing Research for Decision Making	3	MK311 and BA204
MK314	Product & Service Management	3	MK311
MK315	Pricing & Marketing Profitability	3	MK201 and AC202
MK316	Distribution Channel Management	3	MK201
MK317	Integrated Marketing Communications	3	MK312
MK318	Marketing Analytics and Decision Making	3	MK312 and MK313
MK319	Digital Marketing Strategy	3	MK312
MK411	Sustainability Marketing	3	4th-year student and MK312
MK412	Marketing Management Capstone	3	4th-year MK student status and MK312

Elective Courses (18 credits)

Select not less than 18 credits from courses list below or courses offered by TBS or by other faculties at Thammasat University.

Code	Course Title	Credits	Prerequisite
MK321	Entrepreneurial Marketing	3	MK312
MK322	Retail Management	3	MK311
MK323	Sales Management	3	MK201
MK324	Business-to-Business Marketing	3	MK201
MK325	Sports & Entertainment Marketing	3	MK201
MK326	International Marketing	3	MK201
MK327	Agricultural Marketing	3	MK201
MK395	Special Topics in Marketing 1	3	3rd-year MK student status or approved by the
MK421	Omni-Channel Management	3	MK311 and MK316
MK422	Advanced Marketing Research	3	MK313
MK423	Marketing Strategy	3	4th-year MK student status and MK312
MK495	Special Topics in Marketing 2	3	4th-year MK student status or approved by the
MK499	Independent Study in Marketing	3	4th-year MK student status or approved by the

BBA CURRICULUM 2018 - MARKETING MAJOR**MINOR AREA COURSES****Accounting Minor Area Courses (18 credits)**

Code	Course Title	Credits	Prerequisite
AC203	Cost Accounting	3	AC201
AC311	Intermediate Accounting 1	3	AC201
AC312	Intermediate Accounting 2	3	AC201
AC313	Cost Management	3	AC203
AC314	Accounting Information Systems	3	AC201 and IS201

and select not less than 3 credits from AC courses (code AC)

Finance Minor Area Courses (18 credits) - Effective for students with ID. 64 onwards.

Code	Course Title	Credits	Prerequisite
FN211	Financial Mathematics and Statistics	3	-
FN311	Financial Management	3	FN201 and FN211
FN312	Investments	3	FN201 and FN211

and select not less than 9 credits from FN courses (code FN)

Economics Minor Area Courses (15 credits)

must take at least 15 credits for EE course levels 3XX or higher