

Bachelor's Degree Program in Marketing (135 credits)

**General Basic Courses
(30 Credits)**

**Business Core Courses
(45 Credits)**

**Major Area Courses
(36 Credits)**

**Elective Courses
(18 Credits)**

**Free Elective Courses
(6 Credits)**

Major
Compulsory
Courses
(36 Credits)

OR

Minor Area Courses
AC (15+3=18 Credits)
FN (15+3=18 Credits)

OR

Double Major Courses
AC (36 Credits)
FN (39 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 2023 - MARKETING MAJOR

Code	Course Title	Credits	Prerequisite
General Basic Courses (30 credits)			
EL105	Communication Skills in English	3	-
EL125	English Through Social Media	3	-
EL295	Academic English and Study Skill 1	3	-
LAS101	Critical Thinking, Reading, and Writing	3	-
TU100	Civic Engagement	3	-
TU101	Thailand, ASEAN, and the World <u>or</u>	3	-
TU109	Innovation and Entrepreneurial Mindset	3	-
TU102	Life & Aesthetics	3	-
TU103	Life and Sustainability <u>or</u>	3	-
TU107	Digital Skill and Problem Solving	3	-
TU106	Creativity and Communication	3	-
and select 3 credits from General Basic Courses			
XXXX	General Basic Course	3	-

Business Core Courses (45 credits)			
AC201	Fundamental Accounting	3	-
AC202	Management Accounting	3	AC201
BA201	Business Law	3	-
BA202	Taxation	3	AC201
BA204	Business Statistics	3	-
BA401	Strategic Management	3	TBS Students and FN201 and MK201
EC213	Introductory Microeconomics	3	-
EC214	Introductory Macroeconomics	3	-
EL221	Communicative Business English 1	3	-
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 2023 - MARKETING MAJOR

Code	Course Title	Credits	Prerequisite
Major Compulsory Courses (36 credits)			
MK211	Consumer Behavior	3	MK201
MK311	Customer Analytics and Management	3	MK211
MK312	Strategic Brand Management	3	MK211
MK313	Marketing Research for Decision Making	3	BA204 and MK312
MK314	Product and Service Management	3	MK211
MK315	Pricing Management & Profitability	3	AC202 and MK201
MK316	Distribution Channel Management	3	MK201
MK317	Integrated Marketing Communications	3	MK312
MK318	From Data to Decisions	3	MK313
MK319	Digital Marketing Strategy	3	MK312
MK411	Sustainability Marketing	3	MK312
MK412	Marketing Management Capstone	3	MK318

BBA CURRICULUM 2023 - MARKETING MAJOR

Code	Course Title	Credits	Prerequisite
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Elective Courses or Minor Courses (18 credits)

Students must select one of the following;

I. 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

MK321	Entrepreneurial Marketing	3	MK201
MK322	Retailing Management	3	MK211
MK323	Sales Management	3	MK201
MK324	Business to Business Marketing	3	MK201
MK325	Food Marketing	3	MK201
MK326	International Marketing	3	MK201
MK327	Digital Advertising	3	MK319
MK395	Special Topics in Marketing 1	3	MK312
MK396	Special Topics in Marketing 2	3	MK312
MK495	Special Topics in Marketing 3	3	MK312
MK496	Special Topics in Marketing 4	3	MK312
MK499	Independent Study in Marketing	3	MK312

II. Minor Courses (18 credits)

Select a Minor within or outside of Thammasat Business School, within Thammasat University.

Accounting Minor Area Courses (15 credits)

Minor Compulsory Courses (15 credits)

AC311	Intermediate Accounting 1	3	AC201
AC312	Intermediate Accounting 2	3	AC201
AC313	Cost Accounting	3	AC201
AC314	Cost Management	3	AC313
AC315	Accounting Information Systems	3	AC313 and IS201

Finance Minor Area Courses (15 credits)

Minor Compulsory Courses (9 credits)

FN211	Financial Mathematics and Statistics	3	-
FN311	Financial Management	3	FN201 and FN211
FN312	Investments	3	FN201 and FN211

and select not less than 6 credits from FN courses (code FN)

NOTE:

- 1. If there are still required credits in Minor area, students must choose a course(s) from their selected Minor or from Elective Course until students achieved the required credits.**
- 2. If the students select to follow Minor area's course path, however have not completed aforementioned Minor but have gotten at least 9 credits, students can choose to use their achieved credits in Minor Area for their Elective Course instead.**

Free Elective Courses (6 credits)

1. Student can select any courses offered by Thammasat Business School outside of their Major **or**
2. Student can select any courses offered by Thammasat University as their Free Elective, with the exception of General Basic Courses of level 100.