

Bachelor of Science

Program in Innovation and Creative Marketing (Year 2020)

Study Plan

Year 1

First Semester

001201	Thai Language Skills	3(2-2-5)
001211	Fundamental English	3(2-2-5)
001281	Science in Sports and Exercises (Non-credit)	1(0-2-1)
815101	Kick Start to Design Thinking	3(2-2-5)
815110	Innovative Marketing DNA	3(2-2-5)
815130	Contemporary Management and Digital Disruption	3(3-0-6)
815132	Innovative Human Resource Management	3(2-2-5)

Total

18 credits

Year 1

Second Semester

001212	Developmental English	3(2-2-5)
001xxx	Humanities Courses	3(2-2-5)
815102	The Systematic Process of Innovation and Marketing Research	3(2-2-5)
815111	Creative Marketing	3(2-2-5)
815112	Life and Learning for Customer	3(2-2-5)
815131	Art and Science for Marketing Plan	3(2-2-5)
815190	Project of Design Thinking and Creative Problem Solving	1(0-2-1)

Total

19 credits

Year 2
First Semester

001213	English for Academic Purposes	3(2-2-5)
815220	Technology and Innovation Management	3(2-2-5)
815212	Innovation and Creation of Market Value	3(2-2-5)
815214	Smart Innovation and Customer Insight	3(2-2-5)
815230	Intellectual Property Management and Innovation	3(2-2-5)
815240	Marketing Informatics and Business Intelligence	3(2-2-5)
815250	Financial Management for Innovation and Creative Marketing	2(1-2-3)

Total

20 credits

Year 2
Second Semester

001xxx	Humanities Courses	3(2-2-5)
001xxx	Social Science Courses	3(2-2-5)
815203	Academic English for Innovation and Creative Marketing	3(2-2-5)
815213	Digital Interactive Content Marketing	3(2-2-5)
815211	Marketing for Creating Share Value	3(2-2-5)
815221	Innovation and Operation Management	3(2-2-5)
815251	Entrepreneurial Financial	1(0-2-1)
815290	Project of Business Analytics and Digital Transformation	1(0-2-1)

Total

20 credits

Year 3**First Semester**

001xxx	Social Science Courses	3(2-2-5)
001xxx	Science Courses	3(2-2-5)
815310	Strategic Marketing Planning	3(2-2-5)
815326	Innovation and Creative Facility Design	3(2-2-5)
815320	Quality Management and Innovation	3(2-2-5)
815360	Innovation and Creative Marketing Research	3(2-2-5)

Total**18 credits****Year 3****Second Semester**

001xxx	Science Courses	3(2-2-5)
815321	Logistics in Marketing Value Creation	3(2-2-5)
815340	Information Technology Solutions for Marketing	3(2-2-5)
815390	Project in Data Analytics for Business	2(0-2-4)
815342	Principle of Programming	3(2-2-5)
815xxx	Elective Course 1	3(2-2-5)

Total**17 credits**

Year 4
First Semester

815490	Project in Innovation and Creative Marketing	2(0-2-4)
815494	Seminar in Innovation and Creative Marketing	1(0-2-1)
815xxx	Elective Course 2	3(2-2-5)
815xxx	Elective Course 3	3(2-2-5)
xxxxxx	Free Elective	6 credits
Total		15 credits

Year 4
Second Semester

815491	International Academic of Professional Training or	6 credits
815492	Co-operative Education or	6 credits
815493	Professional Training	6 credits
Total		6 credits