

**Bachelor of Science Program in Innovation and Creative Marketing  
(Year 2020)**

---

**CODE AND TITLE OF THE CURRICULUM**

English Language: Bachelor of Science Program in Innovation and Creative  
Marketing

**TITLE OF THE DEGREE AND DEPARTMENT**

Full Title: Bachelor of Science (Innovation and Creative Marketing)  
Abbreviation: B.S. (Innovation and Creative Marketing)

## 1. CURRICULUM

1.1 Total credits in the curriculum structure—a minimum of 133 Credits

1.2 Curriculum structure

| Courses  | Regulation<br>MOE | Bachelor Year<br>2020 |
|--|-------------------|-----------------------|
| <b>1. General Education Courses - a minimum of</b>                           | <b>30</b>         | <b>30</b>             |
| 1.1 Language Courses   |                   | 12                    |
| 1.2 Humanities Courses   |                   | 6                     |
| 1.3 Social Science Courses   |                   | 6                     |
| 1.4 Science Courses  |                   | 6                     |
| <b>2. Specialized Education Courses—a minimum of</b>                         | <b>72</b>         | <b>95</b>             |
| 2.1 Professional Foundation Courses  |                   | 9                     |
| 2.2 Core Courses   |                   | 26                    |
| 2.3 Specialization Courses   |                   | 56                    |
| 2.3.1 Major Required Courses   |                   | 47                    |
| 2.3.2 Major Elective Courses   |                   | 9                     |
| 2.3.3 Field Experience   |                   | 6                     |
| 1) Co-operative Education International<br>Academic or Professional Training |                   | 6                     |
| <b>3. Free Elective Courses—a minimum of</b>                                 | <b>6</b>          | <b>6</b>              |
| <b>Total credits in the curriculum structure—<br/>a minimum of</b>           | <b>120</b>        | <b>133</b>            |

## 2. Courses

### 1. General Education Courses 30 Credits

Consisting of the following courses:

#### 1. Language Courses 12 Credits

|        |                               |          |
|--------|-------------------------------|----------|
| 001201 | Thai Language Skills          | 3(2-2-5) |
| 001211 | Fundamental English           | 3(2-2-5) |
| 001212 | Developmental English         | 3(2-2-5) |
| 001213 | English for Academic Purposes | 3(2-2-5) |

#### 2. Humanities Courses 6 Credits

|        |  |          |
|--------|--|----------|
| 001221 | Information Science for Study and Research           | 3(2-2-5) |
| 001222 | Language, Society and Culture                        | 3(2-2-5) |
| 001224 | Arts in Daily Life                                   | 3(2-2-5) |
| 001225 | Life Privacy   | 3(2-2-5) |
| 001226 | Ways of Living in the Digital Age                    | 3(2-2-5) |
| 001227 | Music Studies in Thai Culture                        | 3(2-2-5) |
| 001228 | Happiness with Hobbies                               | 3(2-2-5) |
| 001229 | Know Yourself, Understand Others,<br>Meaningful Life | 3(2-2-5) |
| 001241 | Western Music in Daily Life                          | 3(2-2-5) |
| 001242 | Creative Thinking and Innovation                     | 3(2-2-5) |

#### 3. Social Science Courses 6 Credits

|        |  |          |
|--------|--|----------|
| 001231 | Philosophy of Life for Sufficient Living | 3(2-2-5) |
| 001232 | Fundamental Laws for Quality of Life     | 3(2-2-5) |
| 001233 | Thai State and the World Community       | 3(2-2-5) |
| 001234 | Civilization and Local Wisdom            | 3(2-2-5) |
| 001235 | Politics, Economy and Society            | 3(2-2-5) |
| 001236 | Living Management                        | 3(2-2-5) |
| 001237 | Life Skills                              | 3(2-2-5) |
| 001238 | Media Literacy                           | 3(2-2-5) |
| 001239 | Leadership and Compassion                | 3(2-2-5) |
| 001251 | Group Dynamics and Teamwork              | 3(2-2-5) |
| 001252 | Naresuan Studies                         | 3(2-2-5) |
| 001253 | Entrepreneurship                         | 3(2-2-5) |

#### 4. Science Courses 6 Credits

|        |  |          |
|--------|--|----------|
| 001271 | Man and Environment                          | 3(2-2-5) |
| 001272 | Introduction to Computer Information Science | 3(2-2-5) |

|        |   |          |
|--------|---|----------|
| 001273 | Mathematics and Statistics in Everyday Life | 3(2-2-5) |
| 001274 | Drugs and Chemicals in Daily Life           | 3(2-2-5) |
| 001275 | Food and Life Style                         | 3(2-2-5) |
| 001276 | Energy and Technology Around Us             | 3(2-2-5) |
| 001277 | Human Behavior                              | 3(2-2-5) |
| 001278 | Life and Health                             | 3(2-2-5) |
| 001279 | Science in Everyday Life                    | 3(2-2-5) |

**5 Personal Hygiene Courses** **1 Credits**

|        |                      |          |
|--------|----------------------|----------|
| 001281 | Sports and Exercises | 1(0-2-1) |
|--------|----------------------|----------|

**2. Specialized Education Courses** **97 Credits**

**2.1 Professional Foundation Courses** **9 Credits**

|        |   |          |
|--------|---|----------|
| 815101 | Kick Start to Design Thinking                               | 3(2-2-5) |
| 815102 | The Systematic Process of Innovation and Marketing Research | 3(2-2-5) |
| 815203 | Academic English for Innovation and Creative Marketing      | 3(2-2-5) |

**2.2 Core Courses** **26 Credits**

|        |  |          |
|--------|--|----------|
| 815110 | Innovative Marketing DNA                                   | 3(2-2-5) |
| 815130 | Contemporary Management and Digital Disruption             | 3(3-0-6) |
| 815131 | Art and Science for Marketing Plan                         | 3(2-2-5) |
| 815132 | Innovative Human Resource Management                       | 3(2-2-5) |
| 815220 | Technology and Innovation Management                       | 3(2-2-5) |
| 815221 | Innovation and Operation Management                        | 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) |

|  |           |                |
|--|-----------|----------------|
| <b>2.3 Specialization Courses</b>  | <b>56</b> | <b>Credits</b> |
| <b>2.3.1) Major Required Courses</b>                                     | <b>44</b> | <b>Credits</b> |
| <b>Innovation and Marketing</b>  | <b>40</b> | <b>Credits</b> |
| 815111 Creative Marketing  |           | 3(2-2-5)       |
| 815112 Life and Learning for Customer                                    |           | 3(2-2-5)       |
| 815211 Marketing for Creating Share Value                                |           | 3(2-2-5)       |
| 815212 Innovation and Creation of Market Value                           |           | 3(2-2-5)       |
| 815213 Digital Interactive Content Marketing                             |           | 3(2-2-5)       |
| 815214 Smart Innovation and Customer Insight                             |           | 3(2-2-5)       |
| 815251 Entrepreneurial Financial   |           | 1(0-2-1)       |
| 815310 Strategic Marketing Planning                                      |           | 3(2-2-5)       |
| 815320 Quality Management and Innovation                                 |           | 3(2-2-5)       |
| 815321 Logistics in Marketing Value Creation                             |           | 3(2-2-5)       |
| 815326 Innovation and Creative Facility Design                           |           | 3(2-2-5)       |
| 815342 Principle of Programming  |           | 3(2-2-5)       |
| 815340 Information Technology Solutions for Marketing                    |           | 3(2-2-5)       |
| 815360 Innovation and Creative Marketing Research                        |           | 3(2-2-5)       |
| <b>Project and Seminar</b>   | <b>7</b>  | <b>Credits</b> |
| 815190 Project of Design Thinking and Creative Problem Solving           |           | 1(0-2-1)       |
| 815290 Project in Business Analytics and Digital Transformation          |           | 1(0-2-1)       |
| 815390 Project in Data Analytics for Business                            |           | 2(0-4-2)       |
| 815490 Project in Innovation and Creative Marketing                      |           | 2(0-4-2)       |
| 815494 Seminar in Innovation and Creative Marketing                      |           | 1(0-2-1)       |
| <b>2.3.2) Major Elective Courses</b>                                     | <b>9</b>  | <b>Credits</b> |
| Choose courses from the following courses- a <b>minimum of 9 Credits</b> |           |                |
| 815311 Social Media and Online Marketing                                 |           | 3(2-2-5)       |
| 815312 Digital Customer Relationship Management                          |           | 3(2-2-5)       |
| 815313 Brand Management  |           | 3(2-2-5)       |
| 815314 Artificial Intelligence Marketing                                 |           | 3(2-2-5)       |
| 815315 Creative Marketing Plan   |           | 3(2-2-5)       |
| 815322 Innovative Marketing for Hospitality                              |           | 3(2-2-5)       |
| 815323 Innovative Marketing for Agricultural                             |           | 3(2-2-5)       |

|        |  |          |
|--------|--|----------|
| 815324 | Innovative Marketing for Healthcare              | 3(2-2-5) |
| 815325 | Innovative Marketing for Sport and Entertainment | 3(2-2-5) |
| 815341 | Virtual Technology for Marketing                 | 3(2-2-5) |
| 815343 | Principles of Designing for Humans               | 3(2-2-5) |

**2.4 Professional Training** **6 Credits**

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

**3. Free Elective Courses--a minimum of** **6 Credits**

Choose only courses open on Naresuan University