

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

Courses Description

001201 Thai Language Skills 3(2-2-5)

The importance and characteristics of Thai language in Thai society as a meaning making tool. Learning about various kinds of modern media, including newspapers and electronic media. Cultivating reading habits and practicing analyzing and criticizing literary values, especially relations and values in Thai and global societies in various contexts (economics and politics in different situations) along with developing Thai language skills, especially reading and writing.

001211 Fundamental English 3(2-2-5)

Development of Basic English listening, speaking, reading skills and grammar for communication in various contexts in preparation for a global society.

001212 Developmental English 3(2-2-5)

Gain knowledge of the English language, cultivate 21st century skills and develop in the areas of listening, speaking, reading and grammar in order to understand and communicate real-world information used in different relevant context.

001213 English for Academic Purposes 3(2-2-5)

The development of English skills with an emphasis on academic reading, writing, and researching in preparation for a global society.

001221 Information Science for Study and Research 3(2-2-5)

The meaning and importance of information; types of information sources; access to different sources of information; application of information technology and communication; media and information literacy; knowledge managements; selection, synthesis, and presentation of information as well as creating positive attitudes and a sense of inquiry in students; diligences; patience; honesty; and gratitude to the country.

001222 Language, Society and Culture 3(2-2-5)

The relationship between language and society as well as language and culture in terms of the ways in which language reflects society and culture. The study includes verbal and symbolic communication, new meanings of social and cultural structure, changes of language, and usages in a borderless world.

- 001224 Arts in Daily Life 3(2-2-5)**
 Art fundamentals and understanding in the basic features, meaning, value, differences and the relationship between the various categories of works of art, including fine art, applied art, visual art, audio art, audiovisual art, and new media art through the artistic experience and basic practice on various types of art for developing knowledge, understanding and indoctrinating aesthetic judgment that can be applied in daily life, harmonized with the social context in both the global and local levels.
- 001225 Life Privacy 3(2-2-5)**
 Philosophy and basic knowledge of privacy. Human rights, privacy law. Privacy regarding private information, health, residence, and information technology. Protection of privacy, privacy in daily life.
- 001226 Ways of Living in the Digital Age 3(2-2-5)**
 Development of skills in media usage, various computer equipment utilization, inquiries, analysis, measurement, rights and creation, including ethical awareness and individual responsibility to the society in communication behaviors.
- 001227 Music Studies in Thai Culture 3(2-2-5)**
 Uniqueness and development of various genres of music in Thai culture, including their roles and functions, aesthetic values, and significance to Thai society and Thai culture.
- 001228 Happiness with Hobbies 3(2-2-5)**
 Concept of happiness, basic elements of happiness in life, creative thinking, creation of works from hobbies to promote life and social happiness.
- 001229 Know Yourself, Understand Others, Meaningful Life 3(2-2-5)**
 Mindfulness; self-reflection; meaning of life; deep listening; handling emotions; empathy and consideration of the social, economic, cultural, and environmental context; living and working constructively with others.
- 001231 Philosophy of Life for Sufficient Living 3(2-2-5)**
 Basic philosophical and conceptual knowledge on worldviews, attitudes, philosophy for life, lifestyle, valuable experiences and factors or conditions which influence success in all aspects of life and professions, develop one's quality of life to benefit society.

001232 Fundamental Laws for Quality of Life 3(2-2-5)

The laws concerning the quality of student life, such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental laws, the laws relating to the protection of art and culture as well as the laws pertaining to the developments in the 21st century.

001233 Thai State and the World Community 3(2-2-5)

Relations between Thailand and the world community under changes over time from the premodern period to the present day and roles of Thailand in the world forum, including future trends, applications of knowledge in self-improvement, ethic of life management and being a good citizen of Thailand and the world.

001234 Civilization and Local Wisdom 3(2-2-5)

Civilizations throughout history, cultural evolution, ways of life, traditions, ritual practices, beliefs, and conservation, development and preservation of local wisdom.

001235 Politics, Economy and Society 3(2-2-5)

Meaning and relationship of politics, economy, and society; development of international politics; fundamental politics; politics and the adjustment of developed and developing countries; Thai politics; world-economic systems; influences of globalization in terms of economy; fundamental economy; the development of the economy and society of Thailand; man and society; fundamental sociology; social order; social refinement; social characteristics; uniqueness of Thai society; the application of the body of knowledge to one's living in a dynamic world of change in politics, economy, and society; and relationships of the world and Thai systems.

001236 Living Management 3(2-2-5)

Living management: knowledge and skills concerning role, duty, and human nature as well as factors relating to sustainable development in improving responsibility, thinking skills, and being updated with modern science and technology in daily life. Living ethically along the dynamics of the 21st century, which is essential to the members of the ASEAN community as well as the world community.

001237 Life Skills 3(2-2-5)

Knowledge, relating to role, duty, and responsibility of an individual both as a member of a family and a member of a society which includes an adaptation to changes in a society, life and 21st century career skills, flexibility and adaptability skills, creativity and self-direction skills, intra-social and cross culture interaction skills, productivity and accountability skills, leadership and responsibility skills.

001238 Media Literacy 3(2-2-5)

Processes of media analysis and acknowledgements in digital literacy. Understanding of media effect theories, such as myth semiology and advertising concept, attributes and influence of contemporary and digital media, including analyzing contents on every current platform.

001239 Leadership and Compassion 3(2-2-5)

The importance of a leader, leadership in the 21st century, learning and living with love, good global citizenship, studying good practices of conducting public activities as a guideline for learner's own activities.

001241 Western Music in Daily Life 3 (2-2-5)

Aesthetics of music, elements, structure, and the history of Western music. Style of music in daily life. Criticism and admiration of music. The application and process of Western music in daily life.

001242 Creative Thinking and Innovation 3 (2-2-5)

Innovation development process; means of accessing customers' mind and discovering the roots of problems; generating and selecting ideas, creating rough prototypes, testing in the field and extracting information, quick and efficient design-build-test cycles, getting things done as a multidisciplinary team: brainstorming, making decisions, giving constructive comments, and managing conflicts.

001251 Group Dynamics and Teamwork 3(2-2-5)

Various behaviors regarding group behavior, development of group characterization, group environments, interpersonal relations versus group involvement, group persuasion, change in group attitudes, intra-group communication, teamwork model, guideline to create team and network, group unity, factors enhancing teamwork, and practice of teamwork.

001252 Naresuan Studies 3(2-2-5)

Biography of King Naresuan the Great; his royal duties while reigning over the kingdom, such as economy, society, and international affairs reflecting Thai identity in various aspects, namely the pursuit of knowledge, perseverance, endeavour, courage, sacrifice, loyalty, and tolerance in the face of problems.

001253 Entrepreneurship 3 (2-2-5)

The entrepreneurial practices with an emphasis on learning how to find business ideas, evaluation of new market opportunities and starting a new venture; focuses on identifying and evaluating new ventures, and how to recognize the barriers to success. Exposure to the stresses of a start-up business, the uncertainties that exist, and the behavior of entrepreneurs. Theoretical overview, entrepreneurs, entrepreneurship's links with other disciplines, and entrepreneurial networks and alliances. Strategies for sustainable survival.

001271 Man and the Environment 3(2-2-5)

Ecosystems and biodiversity, man-nature and ecosystems, human structure and system change that effects the environment, planetary boundary, climate change, sustainable development goals, environmental ethics and consciousness building, and environmental public participation.

001272 Introduction to Computer Information Science 3(2-2-5)

Evolution of computer technology from past to present and a possible future, computer hardware, software and data, how a computer works, basic computer network, Internet and applications on the Internet, risks of system usage, data management, information system, office automation software, multimedia technology, web-based media publishing, web design and development, and the influence of technology on man and society.

001273 Mathematics and Statistics in Everyday Life 3(2-2-5)

Fundamental knowledge of mathematics and statistics for everyday life, including measurement in different types of unit systems, surface area and volume of geometric shapes, tax, profit, depreciation, interest and discount, process of data survey, data collection methods, introduction to data analysis and presentation, probability, and introduction to statistical decision making.

001274 Drugs and Chemicals in Daily Life 3(2-2-5)

Basic knowledge of drugs and chemicals, nutrition, food supplements, including cosmetics and herbal medicinal products commonly used in daily life and related to health as well as their proper selection and management for health and environmental safety.

001275 Food and Life Style 3(2-2-5)

Roles and importance of food in daily life, cultures and consumption behavior around the world, including the influence of foreign cultures on Thai consumption behavior, identity and wisdom of food in Thailand, proper food selection according to basic needs, food choices, information for purchasing food, and food and life style in the age of globalization with the awareness of environmental conservation.

001276 Energy and Technology around Us 3(2-2-5)

Fundamental knowledge of energy and technology around us; energy sources and knowledge about electrical energy, fuel energy, and alternative energy; relationship between technology and energy consumption; direct and indirect energy consumption; global warming and related energy situation; current issues and relationship to energy and technology; participation in energy conservation; efficient energy use; and proactive approach to energy issues.

001277 Human Behavior 3(2-2-5)

Knowledge of human behavior such as behavioral concepts; biological basics and mechanisms of human behaviors; mindfulness, meditation, consciousness and involved substances; sensory perception, learning and memory, language; intelligence and other quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life.

001278 Life and Health 3(2-2-5)

Life and health behavior, health care and promotion for each age group, including the implementation of health knowledge and skills for continuous improvement of the quality of life for oneself and others.

001279 Science in Everyday Life 3(2-2-5)

The role of science and technology with concentration on both biological and physical science and integration of earth science in everyday life, including organisms and environments, chemicals, energy and electricity, telecommunications, meteorology, earth, space and the new frontier of science and technology.

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

Playing sports, exercises for improvement of physical fitness, and physical fitness test.

- 815101 Kick start to Design thinking 3(2-2-5)**
 Generating ideas and inspiration to design and approaches for using data collection, analysis and synthesis in order to define the topic and criteria of creative design thinking
- 815102 The Systematic Process of Innovation and Marketing Research 3(2-2-5)**
 Rising problem issues in marketing and innovation, effectively research for knowledge related to the questions derive from both primary and secondary learning resources, critical considering of the reliability of the learning resources in order to obtain entire data, applying group discussion process by using the knowledge from different fields, systematic problem solving using thinking process, problem solving process, practicing process to contribute, summarizing and suggesting of systematic problem based on the knowledge found.
- 815110 Innovative Marketing DNA 3(2-2-5)**
 Development of Intelligence and Emotional quotient, creativity management, environmental factors that affect creative. Case studies and examples in innovative marketing
- 815111 Creative Marketing 3(2-2-5)**
 Concepts and principles of creative marketing, creative marketing perspective and content, marketing perspective based on consumer behavior, creating value added, The application of marketing concepts for sustainable organizational success, modern marketing strategies, ethics in marketing.
- 815112 Life and Learning for Customer 3(2-2-5)**
 A survey of customer groups, perception and attitude of the customers, customer journey, analyzing level of customer engagement and finding customer motivation, marketing innovation in customer interaction.
- 815130 Contemporary Management and Digital Disruption 3(3-0-6)**
 Principles of management includes the executives and management, development of the theories in management, creative decision, planning, organizing and virtual organization, human resources management, internal communication, leadership, motivation, controlling, change management and organization development from digital technology and innovation's impact, case studies on digital disruption that impact to the business model, products and services.

815131 Art and Science for Marketing Plan 3(2-2-5)

The concept and importance of planning, type of plan, the purpose of the plan, elements of planning, appropriate characteristics of planning, planning process, adjustment plan, planning restrictions, analysis of the current market situation. Analyzing market opportunities and practicing in writing an innovation and marketing plan.

815132 Innovative Human Resource Management 3(2-2-5)

The importance of innovation in human resource management, development and theory of human resources management, the phenomena affecting human resources management, the human resources management system, structure and function of human resource management, human resource planning , human resource management processes, human resource development, human resource development for innovation improvement, innovative human resource management, information system for human resource management to support learning organization, case studies about organizations that create innovation by applying human resource management.

815190 Project of Design Thinking and Creative Problem Solving 1(0-2-1)

Analytical for creative problem solving by using real problems from the business and industry. Students will work as a team under the guidance of faculty and experts from business and industry.

815203 Academic English for Innovation and Creative Marketing 3(2-2-5)

Practice academic English contexts concerning Innovation and Creative Marketing related fields in order to prepare for presentation, further education, professional training and hands-on practice in real-life situation.

815211 Marketing for Creating Share Value 3(2-2-5)

Concept of creating shared value, meaning of creating shared value, level of creating shared value, value of social, environmental and natural responsibility, conscious capitalism, creating shared value for sustainable growth, examples and case studies about creating shared value.

815212 Innovation and Creation of Market Value 3(2-2-5)

Creating value by innovation and creativity, flipping of marketing perspective, learning through successful marketers to analyze the cause of the success or failure of the marketing, sparking creativity merge with marketing form.

815213 Digital Interactive Content Marketing 3(2-2-5)

Analytical approach to the marketing needs of clients, a study on how to create content and develop interactive digital media, two-way marketing communication, marketing process to encourage and attract customers.

815214 Smart Innovation and Customer Insight 3(2-2-5)

A study on the development of creativity and innovation, creating sustainable innovation, applying of knowledge, creativity, skills and experience in technology, the concept of thinking process, digital marketing, digital marketing strategies, integrated digital marketing concepts, big data and analytics, customer's data analysis tools and related case studies.

815220 Technology and Innovation Management 3(2-2-5)

General knowledge in innovative and technological management in organizational level, definition, characteristics and the role of innovation and technological management, function and types of innovative products and services through the process of management, knowledge creation in organization, the assessment of the suitability of innovation with the organization, expertise and technological skills management, the application of knowledge in technological and innovative management to enhance the competitiveness of business, selection, development, seeking of the technology, technological transfer, affiliate business and competitive advantage.

815221 Innovation and Operation Management 3(2-2-5)

Concepts and theories of operations management, meaning and importance of innovation, product and innovation process. the application of the organization's ability to create innovation's development capabilities, development of the innovation process in order to build innovative business model, managing process of research and development for creating innovation, technological transfer for creating innovation

815230 Intellectual Property Management and Innovation 3(2-2-5)

Meaning, elements and types of introduction to intellectual property, intellectual property system, the importance of intellectual property in the new economy, business innovations with intellectual property management includes the protection and rights in each types of intellectual property such as patent, Trademark, copyright, how to apply the benefits of the intellectual property, and the assessment of intellectual property value.

815240 Marketing Informatics and Business Intelligence 3(2-2-5)

Customer Behavior Analysis, Insights customer behaviors on social media networks, Google analytics used, consumer analysis, goal setting in consumer behavior, consumers journey, using intelligence dashboard, using data studio, analysis for E-commerce, Mobile, tag manager, techniques for using tools such as Facebook Insights, Ads Manager, Social Listening, Social Chatbots and their measurement, concepts of business intelligence and decision support systems, the types and decision-making processes, information characteristics for business intelligence and decision support, model development for decision support, guidelines for development of decision support systems, business analysis, the role of data scientist, case study of the analysis in marketing and business intelligence.

815250 Financial Management for Innovation and Creative Marketing 2(1-2-3)

Overview of financial management, financial statement analysis, time value of money, risk and return, management of assets, sources of funds, capital budgeting, and capital structure.

815251 Entrepreneurial Financial 1(0-2-1)

Elements of entrepreneurial finance, focusing on technology-based start-up ventures and the early stages of company development, funding requirement assessment for startups and sources for funds, valuation of the startups, employment compensation contracts, and exit strategies.

815290 Project in Business Analytics and Digital Transformation 1(0-2-1)

Analysis and development of project to create a new product or service for the business sector. The application of digital concepts to contribute to the creation of new ideas and changes to the organization, the students will work in team under the guidance of lecturers and experts from the business and industrial sectors, and also present the overall outcome to those involved.

815310 Strategic Marketing Planning 3(2-2-5)

The marketing plan, analysis of the changes in marketing plan to conform to the situation. The market or product 's life cycle, development of marketing plan's model consists of the analysis of internal and external environment, market targeting, target selection and product position's planning as well as defining the marketing mix strategy, the marketing strategies, related case studies and practice in strategic marketing planning.

815311 Social Media and Online Marketing 3(2-2-5)

Principles of marketing through social media and online marketing, the difference between the social media marketing and online marketing, types of social media marketing and online marketing, customer targeting, integrated marketing communication, appropriate business with online social media marketing. marketing analysis through social media and online marketing, measurement of success in social media and online marketing, case studies and practice in marketing through social media and online marketing.

815312 Digital Customer Relationship Management 3(2-2-5)

Basic concept of customer relationship management, evolution of the customer service system, principles of customer relationship management with digital technology, key target of customer relationship management, main elements of customer relationship management, customer relationship model, development of efficient customer relationship management system, the strategy of customer relationship management and innovative service, information technology used in customer relationship management, factors influencing the success of customer relationship management, software used in the data analysis of customers gathered from customer relationship management system, case studies in service management and customer relations.

815313 Brand Management 3(2-2-5)

Concept of branding, brand equity, brand equity in consumers eyes. Brand management, brand management in customers' perspective. Brand's market positioning. Choosing brand elements, designing marketing activities, integrated marketing communication. Borrowing the image of others, developing systems for measuring and managing brand equity, measurement of brand equity sources, measurement the result of brand equity, analysis of relevant case studies.

815314 Artificial Intelligence Marketing 3(2-2-5)

Artificial intelligence, analyzing the importance of artificial intelligence, advantages and disadvantages of artificial intelligence, applying artificial intelligence to marketing work, auto marketing systems, case studies of companies who use auto marketing systems such as learning to create great experiences for customers with machine learning.

815315 Creative Marketing Plan 3(2-2-5)

Market analysis, strategic planning, organization chart, cost analysis, breakeven point, budgeting and forecasting, financial statements and how to write and present a creative marketing plan.

815320 Quality Management and Innovation 3(2-2-5)

The concept and theories of quality management, quality management philosophy, determination of quality strategy for development of innovation, innovative design of quality management in the production of goods or service, application of statistics in quality control, tools for management and quality improvement, human resources in quality management. Quality awards and quality system with international standards.

815321 Logistics in Marketing Value Creation 3(2-2-5)

Concept of logistics management and supply chain management, activities and processes in logistics, role of logistics activities towards market value building, planning and controlling in logistics, international logistics, analysis of the cost and performance in logistics, strategy in logistics and supply for value added in marketing.

815322 Innovation Marketing for Hospitality 3(2-2-5)

Marketing principles for business services, key differences between services business and trading business, name choosing, product and services pricing, the reputation of the business and brand, location, style and packaging, relationship between business and customers, customer's perception and acceptance towards the business's products and services, marketing plan, marketing strategies, the use of social media in marketing for service businesses. Marketing case studies for service businesses.

815323 Innovative Marketing for Agricultural 3(2-2-5)

Defining market targeting. Pricing for agricultural products, application of technologies for the production and distribution of agricultural products, branding and brand awareness of agricultural products, Innovation in value added for agricultural products, marketing distribution for agricultural product. Building agricultural business network, green marketing network.

815324 Innovative Marketing for Healthcare 3(2-2-5)

Situation of digital healthcare business, competitiveness, health technology, effects from digital technologies and the Internet of Things (IoT), entrepreneurial marketing, Return-on-marketing (ROM), customer Journey experience, using marketing tools for health businesses and case study related.

815325 Innovative Marketing for Sports and Entertainments 3(2-2-5)

Sports and Entertainment industry, Marketing Management Process, Product innovation, Process innovation, new product and service development innovation, Using innovative to develop in service process, Influence the decision to buy a product or use a customer service.

- 815326 Innovation and Creative Facility Design 3(2-2-5)**
 Meaning and the type of facilities, development process of the facilities in both products and services, concept of building facilities with innovation, civilized architecture and the principle of civilized architecture, case studies of innovation in creative facilities.
- 815340 Information Technology Solutions for 3(2-2-5)**
 Learn about the technology used as a tool in marketing includes Google AdWords, Facebook, Google, Google Analytics, Data Studio Tableau, SharePoint, Adobe Marketing Cloud, and others, along with practice in using these marketing tools.
- 815341 Virtual Technologies for Marketing 3(2-2-5)**
 Role of virtual technology, virtual reality (VR), augmented reality (AR) and mixed reality (MR) on business or service, examples of virtual technology used in marketing, practice in building virtual technology for marketing work.
- 815342 Principle of Programming 3(2-2-5)**
 Python Programming, data structure, control structure, module creation and usage. Data input from files and database. Data analysis with histogram. Data management, graph creation, presentation of data to users.
- 815343 Principles of Designing for Humans 3(2-2-5)**
 Identifying key features of human behavior, the impact on the design of interactive systems. Critiquing and designing interactive systems based on human capabilities and behavior. Describing themes from social sciences and human computer interaction and how they relate to interactive system design. Using checklists and formal analysis methods.
- 815360 Innovation and Creative Marketing Research 3(2-2-5)**
 Type of research, research objectives, presentation of the innovation and marketing research in order to understand consumer behavior, measurement and analysis of consumer behavior, innovation and marketing research design, defining variables, data analyzing using descriptive statistics, presentation of the data analysis.

- 815390 Project in Data Analytics for Business 2(0-4-2)**
 Developing the project to solve problems of the business sector in the digital market which based on the real problem from businesses and industrial sector, to conduct research and identify the needs of the user, the application of creativity thinking strategy and suggestions from user's trial to improve or design new products or services as possible, the students will work in team under the guidance of lecturers and experts from the business and industrial sectors.
- 815490 Project in Innovation and Creative 2(0-4-2)**
 To explore and select projects. Planning and feasibility studding, proposal writing for project in marketing and innovation, how to define the problems and objectives, literature review, tool selection for the study.
- 815491 International Academic of Professional Training 6 credits**
 Academic in practice or real professional training at a public or private organization on abroad with the approval of the university.
- 815492 Co-operative Education 6 credits**
 Real-work setting apprenticeship to increase professional career experience related to business computer in an agency or enterprise according to co-operative education system.
- 815493 Professional Training 6 credits**
 Practical experience in marketing field in private or public sector for minimum of 420 hours and presentation of performance report.
- 815494 Seminar in Innovation and Creative Marketing 1(0-2-1)**
 Presentation and discussion on topics of interest for innovation and marketing. The Current Issues and must provide an academic seminar on marketing and innovation.