

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 MOE	Bachelor Year 2020
1. General Education Courses - a minimum of	30	30
1.1 Language Courses		12
1.2 Humanities Courses		6
1.3 Social Science Courses		6
1.4 Science Courses		6
2. Specialized Education Courses—a minimum of	72	95
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 Academic or Professional Training		6
3. Free Elective Courses--a minimum of	6	6
Total credits in the curriculum structure— a minimum of	120	133

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, 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)
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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)

2.3 Specialization Courses **56 Credits**

2.3.1) Major Required Courses **44 Credits**

Innovation and Marketing **40 Credits**

815111	Creative Marketing	3(2-2-5)
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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)

Project and Seminar**7 Credits**

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)

2.3.2) Major Elective Courses**9 Credits**

Choose courses from the following courses- a minimum of 9 Credits

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)
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2.4 Professional Training	6	Credits
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815491	International Academic of Professional Training	6 credits
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815492	Co-operative Education	6 credits
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815493	Professional Training	6 credits
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3. Free Elective Courses--a minimum of	6	Credits
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Choose only courses open on Naresuan University