



Degree Level Bachelor's Grad.Dip. Master's Higher Grad.Dip. Doctoral
 TQF2 Bachelor of Business Administration Program in Marketing (International Program)

Mahidol University International College
 Business Administration Division

MU Degree Profile



Undergraduate Program	
1. Program Title (Thai) หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการตลาด (หลักสูตรนานาชาติ) (English) Bachelor of Business Administration Program in Marketing (International Program)	
2. Degree Title (Thai) บริหารธุรกิจบัณฑิต (การตลาด) (English) Bachelor of Business Administration (Marketing)	
Program Overview	
Type of Program	Bachelor's Degree (International Program), Academic Program
Number of Credits	No less than 183 credits
Duration of Program/ Program Cycle	Four-Year Program
Program Status and Schedule of Program Start Dates	Revised Program 2019 Program start: Trimester I Academic Year 2020
Degree Offered	One degree of one major
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	-
Specific Data of the Program	
Purpose / Goals / Objectives	The main goal of the BBA program in Marketing is to produce



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	<p>graduates who are entrepreneurial-minded .Graduates from this program will be able to demonstrate their leadership quality, ability to think critically, innovativeness, ethical and sustainability awareness, management skills and marketing-specific knowledge in actual business settings.</p>
<p>Distinctive Features</p>	<p>Students develop entrepreneurial mindset during the program, being able to turn ideas into actions .They are allowed to pursue a minor of interest in any discipline to broaden their learning perspective and are required to gain practical experience through internship program .Gaining practical teaching and learning experience in the program, students are equipped with general and discipline-specific knowledge and skills to be ready to contribute to a more innovative and sustainable global society .</p>
<p>Academic System (semester/trimester/quarter system)</p>	<p>Trimester system</p>
<p>Advancement Path of the Graduates</p>	
<p>Career Opportunities</p>	<ul style="list-style-type: none"> a. Marketing, brand, product managers in local and multinational companies b. Positions in research and/or information service businesses c. Account executives in advertising agencies d. Employees in state enterprises e. Positions in international or non-profit institutions/ organizations f. Business entrepreneurs
<p>Further Study after graduation</p>	<ul style="list-style-type: none"> a. Graduate School in Marketing / Marketing Research / Marketing Communication / Logistics



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	b. Master of Business Administration (either in Thailand or outside Thailand)
Educational Philosophy in Program Management	
Program Philosophy	Mahidol University International College's Business Administration graduates are well equipped with 21 st century, core business and discipline-specific knowledge and skills, and entrepreneurial mindset through innovative and impactful academic, co- curricular and extra- curricular activities, so as to contribute to a more innovative and sustainable global society .
Strategy/ Practice in teaching and learning	<ol style="list-style-type: none"> 1. Students develop their 21st century skills through General Education courses, which serve to enhance students' core subject knowledge, learning and innovation skills, career and life skills. 2. Students become global citizens who are able to communicate and work with other people from diverse cultural backgrounds. 3. Students equip themselves with business knowledge and skills and develop entrepreneurial mindset through Core Business courses, mapped with five key expected characteristics) Leadership, Cognitive thinking, Innovativeness, Ethics and Sustainability, and Management. 4. Students acquire discipline-specific knowledge and skills through Major Required and career-based Major Elective courses, mapped with discipline- specific learning outcomes .Classes are conducted with the involvement of practitioners through real-life projects.



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<p>Strategy/Practice for Evaluating Learning Outcomes of Students</p>	<p><u>Teaching Strategies;</u></p> <ol style="list-style-type: none"> 1. Group projects/assignments 2. Presentation 3. Interactive lecture with experience practitioner 4. Case studies with an emphasis on morality & ethics. 5. Individual/group assignments and/or discussion 6. Business practices <p><u>Evaluation Strategies;</u></p> <ol style="list-style-type: none"> 1. Synthesis of group presentation 2. Peer evaluation 3. Written examination 4. Class attendance and class participation 5. Employer evaluation
<p>Competencies Enhanced to the Students of the Program</p>	
<p>Generic Competence</p>	<ol style="list-style-type: none"> 1. Critical Thinking and problem solving skills to analyze business-related issues. 2. Communication skills including written, presentation to communicate professionally in a business context. 3. Creativity and innovation to propose new idea for solving new business problems. 4. Interaction skill including leadership, interpersonal skill, teamwork 5. Organizational skill especially project and time management
<p>Subject-specific Competence</p>	<ol style="list-style-type: none"> 1. Integrated Marketing Communication 2. Consumer Behavior 3. Marketing Strategy, Digital Marketing, Social Media Marketing



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	4. Business Marketing and Selling Strategy 5. Marketing Research
Learning Outcomes of the Graduates	
At the end of the program, successful students will be able to:	<ol style="list-style-type: none">1. demonstrate an ability to work in a team.2. think analytically and logically arrive at informed marketing insights for marketing planning and marketing strategy formulation.3. develop innovative marketing plans/solutions for capturing new market opportunities or solving marketing problems.4. assess ethical implications of business practices and to describe the importance of sustainability in business.5. explain management concepts and to accomplish tasks within a changing business environment.6. use marketing knowledge and skills to solve actual business problems.