

Bachelor of Business Administration in
Strategic Digital Marketing & Branding
(English Program)
Faculty of Management Sciences



Program Highlights

A program that merges two significant bodies of knowledge in contemporary marketing into one intensive course: strategic marketing and branding.

Objectives

The Strategic Digital Marketing and Branding Program intends to cultivate a learning environment which produces successful marketers with progressive mindsets and excellency in the practical profession.

Program learning outcomes

Knowledge: Be equipped with proper comprehension of the guiding principles of marketing both in the digital domain and in physical markets, branding strategies, and establishing and maintaining effective customer relationships.

Skills: Obtain skills such as collaboration management, interpersonal skills, and analytical thinking. All of which are skills necessary to improve engagement.

Tuition Fees

59,950 THB- 1st Semester of the 1st year
58,750 THB- 2nd Semester of the 1st year (and for the rest of the regular semesters)

Admission requirements

1. High school diploma (equivalent to 12 years of secondary school)
2. Portfolio of not more than 10 pages (not including the cover page)
3. A copy of the applicant's identification card