



Bachelor of Business Administration in

# Digital Marketing and Branding

(English Program)



## Program Highlights

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

## Tuition Fees

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

## Program Learning Outcomes

**Knowledge:** Students will 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:** Students will obtain skills such as collaboration management, interpersonal skills, and analytical thinking. All of which are skills necessary to improve engagement.



Admission requirement

## Contact Us

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