

Curriculum Structure

Number of Credits **Total of 124 credits for the entire curriculum**

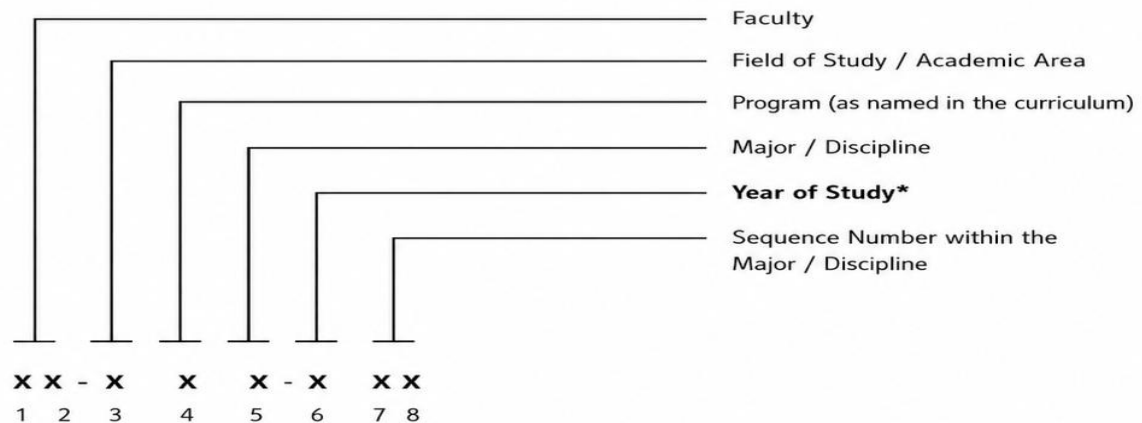
Curriculum Structure

Category	Credits
1. General Education Courses	24
1.1 Thai and Global Citizenship	6
1.2 Technology and Innovation Enhancement	6
1.3 Languages for Communication	9
1.4 Entrepreneurship Promotion	3
2. Major-Specific Courses	94
2.1 Foundation Courses	33
2.2 Required Courses	39
2.3 Elective Courses	12
2.4 Professional Experience Enhancement	10
3. Free Elective Courses	6
Total	124

Code

Meaning of the Academic Program Code in Higher Education

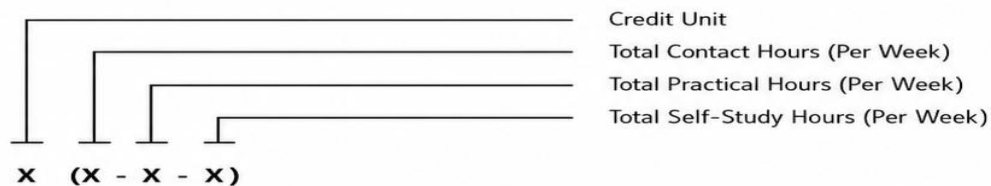
The academic program code consists of a total of 8 digits, structured as follows:



Key

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|-----------------------|---|
| 1. Position 1-2 | refers to the Faculty |
| 2. Position 3 | refers to the Field of Study / Academic Area |
| 3. Position 4 | refers to the Program (as named in the curriculum) |
| 4. Position 5 | refers to the Major / Discipline |
| 5. Position 6* | refers to the Year of Study |
| 6. Position 7-8 | refers to the Sequence Number within the Major / Discipline |

Meaning of the Class-Hour Code



Course List

1. General Education Courses, not less than 24 credits

1.1 Thai and Global Citizenship Courses, not less than 6 credits

1.1.1 Social Sciences — select from the following courses

Code	Subject	Credit
01-110-004	Society and Environment	3(3-0-6)
01-110-009	Quality of Life and Society Development	3(3-0-6)
01-110-012	Sufficiency Economy for Sustainable Development	3(3-0-6)
01-110-021	Life in Multicultural Society	3(3-0-6)
01-110-024	Sufficiency Life with Thai Wisdom	3(3-0-6)
01-110-025	Eco-friendly Society	3(3-0-6)
01-110-026	ASEAN in the 21st Century	3(3-0-6)

1.1.2 Humanities — select from the following courses

Code	Subject	Credit
01-210-034	Psychology for Work Efficiency Improvement	3(3-0-6)
01-210-007	Logic in Daily Life	3(3-0-6)
01-210-017	Information and Academic Report Writing	3(3-0-6)
01-210-023	Miracle of Love	3(3-0-6)
01-210-024	Learning Skills to Success	3(3-0-6)
01-210-025	Life on Films	3(3-0-6)
01-210-031	Value of Life and Professional Ethics	3(3-0-6)
01-210-033	Personality to Success	3(3-0-6)

1.1.3 Physical Education and Recreation — select from the following courses

Code	Subject	Credit
01-610-005	Camp Management	3(3-0-6)
01-610-006	Weight Training for Health	3(2-2-5)
01-610-007	Basic Skin Diving	3(2-2-5)
01-610-009	Health for Life	3(3-0-6)
01-610-013	Weight and Body Shapes Control for Health	3(2-2-5)

1.2 Technology and Innovation Enhancement Courses, not less than 6 credits, from the following courses

Code	Subject	Credit
00-100-204	Design Thinking	3(2-2-5)
09-000-001	Computer and Information Technology Skills	3(2-2-5)
09-000-002	Program Package for Multimedia	3(2-2-5)
09-121-002	Introduction to Data Analytics Using Spreadsheet Program	3(2-2-5)
09-130-002	Internet of Things in Everyday Life	3(3-0-6)
09-130-003	Digital Life	3(3-0-6)
09-150-001	Smart Farm and Smart City	3(2-2-5)
09-210-003	Science, Creativity, and Innovation	3(3-0-6)
09-410-003	Survival with Natural Disaster	3(3-0-6)
09-410-004	Renewable Energy Technologies for Sustainability	3(3-0-6)

1.3 Languages for Communication Courses, not less than 9 credits, from the following courses

Code	Subject	Credit
01-310-001	Thai Language in Today's Society	3(3-0-6)
01-310-003	Reading for Creativity and Presentation	3(3-0-6)
01-320-001	English for Communication	3(3-0-6)
01-320-002	English Conversation	3(3-0-6)
01-320-003	English Reading Development	3(3-0-6)
01-320-004	English Writing Development	3(3-0-6)
01-320-005	English for Innovation and Business Presentation	3(3-0-6)

01-320-006	English for Standardized Tests	3(3-0-6)
01-320-007	English for Job Application	3(3-0-6)
01-320-008	English Edutainment	3(3-0-6)
01-330-001	Basic Chinese	3(3-0-6)
01-330-002	Basic Chinese Conversation	3(3-0-6)
01-330-006	Basic Japanese	3(3-0-6)
01-330-007	Basic Japanese Conversation	3(3-0-6)

1.4 Entrepreneurship Promotion Courses, not less than 3 credits, from the following courses

Code	Subject	Credit
00-100-103	Entrepreneurship	3(2-2-5)
00-100-304	Innovation for the Community	3(1-4-4)
05-700-101	Applied Economics	3(3-0-6)

For all General Education course groups, students may choose additional courses from the General Education Course Handbook, revised edition B.E. 2566 (2023).

2. Major-Specific Courses, 94 credits

2.1 Foundation Courses, 33 credits — study the following courses

Code	Subject	Credit
05-190-101	Principles of International Business and Logistics	3(3-0-6)
05-190-201	Cross Cultural Management	3(3-0-6)
05-190-202	Intercultural Communication and Negotiation	3(2-2-5)
05-190-203	Multinational Enterprises and Sustainability Development	3(3-0-6)
05-190-204	Laws of International Business Transactions	3(3-0-6)
05-290-101	Principles of Marketing	3(3-0-6)
05-390-101	Principles of Management	3(3-0-6)
05-490-103	Principles of Accounting	3(3-0-6)
05-690-205	Business Finance	3(3-0-6)
05-790-102	Macroeconomics 1	3(3-0-6)
05-890-201	English for Global Business	3(2-2-5)

2.2 Required Courses, 39 credits — study from the following major courses

Major in Digital Marketing and Media Creation

Code	Subject	Credit
05-290-102	Consumer Behavior in the Digital Age	3(3-0-6)
05-290-201	Product Management and Branding	3(3-0-6)
05-290-202	Pricing Strategy	3(3-0-6)
05-290-203	Management of Distribution Channels in the Digital Age	3(3-0-6)
05-290-204	Integrated Marketing Communications	3(3-0-6)
05-290-205	Online Communication Design and Innovated Marketing	3(1-4-4)
05-290-301	Marketing Strategies and Planning	3(2-2-5)
05-290-302	Digital Marketing Management	3(2-2-5)
05-290-303	Digital Marketing Tool for Modern Entrepreneurs	3(1-4-4)
05-290-304	Feasibility Study in Marketing Project	3(2-2-5)
05-290-305	Marketing Research	3(2-2-5)
05-490-201	Applying SAP Business One in Business Process	3(2-2-5)
05-590-102	Data Analytics for Entrepreneurship	3(2-2-5)

2.3 Elective Courses, 12 credits — all majors select from the following courses

2.3.1 International Business and Logistics Courses

Code	Subject	Credit
05-190-308	International Human Resources Administration	3(3-0-6)
05-190-309	Global Business Entrepreneurship	3(2-2-5)

05-190-310	Special Topics in International Business and Logistics	3(2-2-5)
05-190-311	Multi Modal Logistics	3(3-0-6)
05-190-312	Retail Supply Chain Management	3(2-2-5)
05-190-313	Sustainable Supply Chains	3(3-0-6)

2.3.2 Digital Marketing and Media Creation Courses

Code	Subject	Credit
05-290-306	Marketing for MICE Industry and Event Business	3(1-4-4)
05-290-307	Practice on Organizing National and International	3(0-6-3)
05-290-308	Social and Business Sustainability Marketing	3(2-2-5)
05-290-309	Services Marketing	3(3-0-6)
05-290-310	Presentation Techniques	3(1-4-4)
08-223-101	Photography for Communication in Advertising and Public Relations	2(2-0-4)
08-223-102	Practice on Photography for Communication in Advertising and Public Relations	1(0-3-1)
08-223-103	Advertising and Public Relations Technology	3(3-0-6)
08-223-104	Principles of Video Editing for New Media	1(1-0-2)
08-223-105	Practice on Video Editing for New Media	2(0-4-2)
08-224-209	Principles of Social Media Content Creator	1(1-0-2)
08-224-210	Practice on Social Media Content Creator	2(0-4-2)

2.3.3 Business Management Innovation Courses

Code	Subject	Credit
05-390-318	Business Environment and Change Management	3(3-0-6)
05-390-422	Strategic Management	3(2-2-5)
05-390-423	Business Research	3(2-2-5)
05-390-425	Seminar in Management	3(2-2-5)

2.3.4 Finance and Economics Courses

Code	Subject	Credit
05-690-107	Wisely Trading Securities	3(2-2-5)
05-690-315	Financial Management for Entrepreneur	3(2-2-5)
05-790-203	Macroeconomics 2	3(3-0-6)
05-790-320	Econometrics for Finance & Economics	3(2-2-5)

2.3.5 Other Business Administration Courses

Code	Subject	Credit
05-390-203	Statistical Business Analysis	3(3-0-6)
05-590-101	Technology for Electronic Business	3(2-2-5)
05-890-202	English for International Business	3(3-0-6)
05-890-203	English for Logistics Business	3(3-0-6)
05-892-201	Chinese for Business	3(3-0-6)
05-892-202	Listening and Speaking for Business Chinese	3(2-2-5)
05-892-203	Chinese for International Business	3(3-0-6)

Note: Students may select other courses from the required professional courses of any major as professional elective courses for their major.

2.4 Professional Experience Enhancement Courses, 10 credits — study 1 credit from the following courses

Code	Subject	Credit
05-000-301	Preparation for Professional Experience	1(0-2-1)

and select 9 credits from cooperative education courses; if necessary, internship courses may be chosen instead

2.4.1 Cooperative Education or Post-course Practical Training — select 6 credits from the following courses

Code	Subject	Credit
05-000-302	Cooperative Education	6(0-40-0)
05-000-303	International Cooperative Education	6(0-40-0)
05-000-401	Post-course Internship	6(0-40-0)
05-000-402	International Post-course Internship	6(0-40-0)
05-000-403	Entrepreneurial Skills Development	6(0-40-0)

2.4.2 Internship Courses — select 3 credits from the following courses

Code	Subject	Credit
05-000-304	Apprenticeship	3(0-20-0)
05-000-305	International Apprenticeship	3(0-20-0)
05-000-306	Workplace Special Problem	3(0-6-3)
05-000-307	Entrepreneurship in Digital Age	3(0-20-0)
05-000-308	Practicum	3(0-16-8)
05-000-404	Special Topics in Entrepreneurship	3(0-6-3)
05-190-401	International Business and Logistics Implementation	3(0-6-3)
05-290-401	Marketing Implementation	3(0-6-3)
05-390-401	Management Implementation	3(0-6-3)
05-690-401	Finance and Economics Implementation	3(0-6-3)

3. Free Elective Courses, 6 credits

Select from courses offered in the curricula of Rajamangala University of Technology Thanyaburi, not duplicating courses already taken and not designated to be studied without credit.

Study Plan

Major in Digital Marketing and Media Creation

Year 1 / Semester 1		Credits	Theory	Practice	Self-study
01-xxx-xxx	Select from Thai and Global Citizenship Courses 1	3	x	x	x
0x-xxx-xxx	Select from Technology and Innovation Enhancement Courses 1	3	x	x	x
05-190-101	Principles of International Business and Logistics	3	3	0	6
05-290-101	Principles of Marketing	3	3	0	6
05-390-101	Principles of Management	3	3	0	6
05-790-102	Macroeconomics 1	3	3	0	6
Total		18	Credits		

Year 1 / Semester 2		Credits	Theory	Practice	Self-study
01-xxx-xxx	Select from Thai and Global Citizenship Courses 2	3	x	x	x
0x-xxx-xxx	Select from Entrepreneurship Promotion Courses	3	x	x	x
01-xxx-xxx	Select from Languages for Communication Courses 1	3	x	x	x
01-xxx-xxx	Select from Languages for Communication Courses 2	3	x	x	x
05-190-201	Cross Cultural Management	3	3	0	6
05-590-102	Data Analytics for Entrepreneurship	3	2	2	5
Total		18	Credits		

Year 2 / Semester 1		Credits	Theory	Practice	Self-study
01-xxx-xxx	Select from Languages for Communication Courses 3	3	x	x	x
05-190-202	Intercultural Communication and Negotiation	3	2	2	5
05-190-204	Laws of International Business Transactions	3	3	0	6
05-290-102	Consumer Behavior in the Digital Age	3	3	0	6
05-290-201	Product Management and Branding	3	3	0	6
05-490-103	Principles of Accounting	3	3	0	6
Total		18	Credits		

Year 2 / Semester 2		Credits	Theory	Practice	Self-study
0x-xxx-xxx	Select from Technology and Innovation Enhancement Courses 2	3	x	x	x
05-190-203	Multinational Enterprises and Sustainability Development	3	3	0	6
05-690-205	Business Finance	3	3	0	6
05-290-202	Pricing Strategy	3	3	0	6
05-290-203	Management of Distribution Channels in the Digital Age	3	3	0	6
05-290-204	Integrated Marketing Communications	3	3	0	6
Total		18	Credits		

Year 3 / Semester 1		Credits	Theory	Practice	Self-study
05-000-301	Preparation for Professional Experience	1	0	2	1
05-290-205	Online Communication Design and Innovated Marketing	3	1	4	4
05-290-301	Marketing Strategies and Planning	3	2	2	5
05-290-302	Digital Marketing Management	3	2	2	5
05-490-201	Applying SAP Business One in Business Process	3	2	2	5
05-890-201	English for Global Business	3	2	2	5
0x-xxx-xxx	Elective Course (1)	3	x	x	x
Total		19	Credits		

Year 3 / Semester 2		Credits	Theory	Practice	Self-study
05-290-303	Digital Marketing Tool for Modern Entrepreneurs	3	1	4	4
05-290-304	Feasibility Study in Marketing Project	3	2	2	5
05-290-305	Marketing Research	3	2	2	5
05-290-401	Marketing Implementation	3	0	6	3
0x-xxx-xxx	Elective Course (2)	3	x	x	x
0x-xxx-xxx	Elective Course (3)	3	x	x	x
Total		18	Credits		

Year 4 / Semester 1		Credits	Theory	Practice	Self-study
05-000-302 or 05-000-303	Cooperative Education International Cooperative Education	6	0	40	0
Total		6	Credits		

Year 4 / Semester 2		Credits	Theory	Practice	Self-study
0x-xxx-xxx	Elective Course (4)	3	x	x	x
05-xxx-xxx	Free Elective Course 1	3	x	x	x
05-xxx-xxx	Free Elective Course 2	3	x	x	x
Total		9	Credits		