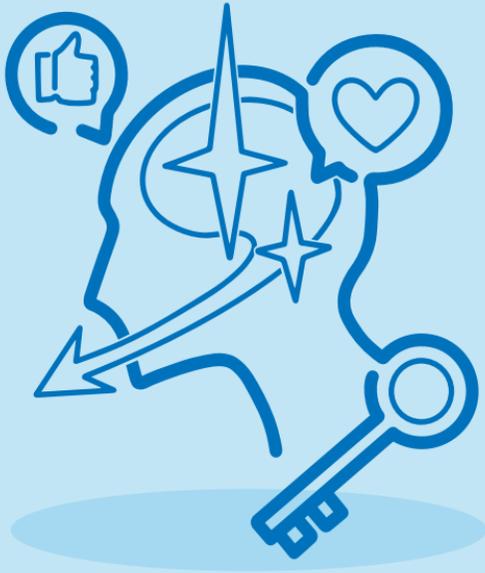




Mahidol University  
International College



# MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

## OVERVIEW:

MUIC coordinates with many leading universities around the world, and marketing majors are highly encouraged to partake in exchange programs with accredited business schools. For further information on exchange programs and course equivalencies, send an initial inquiry to the Program Director of Marketing.

Marketers help companies anticipate and predict what consumers and organizations will want in the near and far future; program courses focus on methods to understand and foresee buyer needs and wants; market research, market analysis, digital tools and channels, and crafting marketing responses in strategic marketing plans aimed to seize market potential and opportunities:

- **CONSUMER INSIGHT** – A Qualitative Approach
- **MARKET INTELLIGENCE** – A Quantitative Approach
- **CONSUMER BEHAVIOUR AND DECISION-MAKING**
- **DIGITAL MARKETING**
- **MARKETING STRATEGY FOR SUSTAINABILITY**



# MARKETING

## AREAS OF STUDY AND MINORS:

Graduates of the Marketing program acquire a **STRATEGIC UNDERSTANDING OF THE ROLE OF MARKETING** and develop analytical and technical skills to uncover key market and competitor insights that are necessary for companies to sustainably grow amid dynamic digital business environments.



## CAREER OPPORTUNITIES:

Equipped with professional marketing skills, graduates can pursue a broad range of careers such as

**ACCOUNT EXECUTIVE, BRAND MANAGER, BUSINESS DEVELOPMENT MANAGER, CHANNEL MANAGER, DIGITAL MARKETER, E-COMMERCE MANAGER, ENTREPRENEUR, MARKET ANALYST, PRODUCT MARKETER, STRATEGIC PLANNER**



# HOW TO APPLY

## MARKETING

### FAST TRACK

SUBMIT YOUR SCORE

#### ENGLISH MINIMUM SCORES

TOEFL  
(IBT)

69

OVERALL

22  
WRITING

OR

IELTS  
(ACADEMIC)

6.0

OVERALL

6.0  
WRITING

OR

PTE  
(ACADEMIC)

50

OVERALL

50  
WRITING

#### MATHEMATICS MINIMUM SCORES

SAT  
(MATH SCORE)  
NOT LOWER THAN

600

OR

ACT  
(MATH SCORE)  
NOT LOWER THAN

25

### TUITION & FEE

(Approximately in Thai baht)

70,XXX

TRIMESTER

84X,XXX

4 YEARS

### REGULAR TRACK

#### MUIC EXAM



TOEFL  
ITP

OR

+



WRITING  
TEST

+



MATH  
TEST

SUBMIT  
DUOLINGO  
100  
OVERALL

Applicants are eligible to submit English/Mathematics Minimum scores to waive for MUIC Exam.



Contact us  
for more information

ADMISSIONS OFFICE

Tel: (+66)2 700 5000 ext. 4344-7

Email: icdad@mahidol.ac.th



@muicfriend



mahidol.inter



mahidol\_inter



mahidol.inter



@MUICchannel



@mahidolinter

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE, SALAYA CAMPUS

999 Phutthamonthon 4 Rd., Salaya, Nakhonpathom 73170, Thailand

www.muic.mahidol.ac.th