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Name of institution	<b>Silpakorn University International College</b>
Address	Silpakorn University International College (Bangrak) 9th floor, CAT Telecom Building, Charoen Krung Road, Si Phraya, Bangrak, 10500, Bangkok, Thailand <a href="http://www.suic.su.ac.th/contact-us-2/">http://www.suic.su.ac.th/contact-us-2/</a>
Country / State	<b>Thailand</b>
Website address	<a href="http://www.suic.su.ac.th">http://www.suic.su.ac.th</a>
Website address for incoming students	<a href="http://www.suic.su.ac.th">http://www.suic.su.ac.th</a>
Phone / fax	+(66) 2 639 7521 Fax +(66) 2 639 7532

**ACADEMIC INFORMATION**

Language of courses	English
Level of studies for incoming students	3rd year or 4th Year, Bachelor Degree
Programmes	BBA in Event and Leisure Marketing
Courses	<p>914 301 Marketing Research Ability in conducting marketing research by applying quantitative, qualitative or mix methodologies, concepts of social science research, review of literatures, research design, research questions, data collection, data analysis, report of findings, conclusions for possible implications, challenges of business decision making solutions.</p> <p>914 302 Event &amp; Leisure Planning &amp; Implementation History, background, evolution, fundamental consideration, variety of event and leisure activities, integrating hospitality operation, food and beverage management, risk management, setting up marketing and financial goals, prospective participants, potential results, combination of planning and implementation process into a full stream of continuous procedures as a vision cycle, implementation of pre-, on-going, and post operations, quality control, quality improvement, ethics, environmental concern for benefits of both business and society.</p> <p>914 303 Integrated Marketing Communication Dynamic of advance technology, rapid expansion of usage of information network system, significance, definition of integrated marketing communication, principles of new approach of</p>

marketing communication strategy by offering consumers experiences, marketing communication process, components of marketing communication, multiple channels and media marketing plan, communicating on brand positioning, effective marketing contents management, media strategies, implementation, feedbacks, evaluation of integrated marketing communication, ethics, other issues in business world.

### 914 305 Information & Digital Marketing Management

Application of database management, data mining, data marketing plan, customer relationship management by information, dynamic of information technology, key applications usage, digital enterprising, integration of traditional and online marketing plan, front stage, back stage of marketing production process, multi-channel management, systematic feedback from both users and customers, customer service management, relevant marketing software considerations, practice in case studies, business simulation for individual and group projects.

### 914 308 Entrepreneurship & Business Venture

Integration of marketing management knowledge with related management fields for business operation, foundation of business creation, business start-up process, characteristics, significance of entrepreneurship, market economy and feasibility analysis, budgeting, financial administration, product and service management, market considerations, marketing operation, human resources management, legal issues, ethics, environmental, social responsibilities, business plan creation, business plan presentation, managing changes for future improvement.

### 914 309 Sales Force Management

Background, definition, significance of sales force management, art of selling skills, sales force recruitment and training, process of customer acquisition, negotiation techniques and skills, sales force compensation and quota considerations, sales force performance evaluation and motivation, customer care and after sales service management, customer retention, and customer relationship programme, practice professional selling skills with experts under various industry situations.

### 914 403 Pricing Management

Magnifying, elaboration of significance, concepts of pricing strategies under hyper economic competition, including pricing alternatives, market estimation, market demand, market analysis, cost-based pricing, value-based pricing, competition-based pricing, various types of product-related pricing, promotional pricing, dynamic pricing, pricing decision considerations, application of theoretical contents to practical pricing evaluation, improvement to strengthen firm's profitability.

### 914 425 Fashion and Entertainment Industry Marketing

Marketing principles, theories, applications in fashion product marketing, essentials to reduce failure in fashion circle, monitoring trend, effective new product communication, guidelines for major decisions in creative communication, pricing for financial success, integrating communication strategies for entertainment businesses and industries, opportunities outlook, complex competition, merchandising, sponsorship, copyright, intellectual property law, other challenging issues.

**914 404 Retailing Marketing Management**

Comprehension, application on retail management, including retailing in supply chain, logistics, distribution system, retail operation, retail format, retailing strategies, location selection, site consideration, product procurement, visual display, visual advertising, interior and exterior store design decoration, retail pricing, point of sales, workforce recruitment, staff training, customer service, ethics, environmental and social responsibilities, retailer equity management.

Double degree	No
Contact hours per course	45 hours
Minimum of workload per semester	<b>4</b> courses
Teaching methods	Lecture/presentation/group discussion
Grading	A (80-100), B+(75-79), B(70-74), C+(65-69), C(60-64), D+(55-59), D(51-54), F(below 50) <b>** Please note that 80 % of class attendance is required in order to be eligible for final exam **</b>
Application requirements	Please fill in SUIC Application Form
Application deadline	15 <sup>th</sup> October 2019
Language requirements	English proficiency with a minimum TOEFL score of 500 or 61 (Internet-based) or 173 (Computer-based) , or IELTS score of 5.5 or B2 level certificate

**EXCHANGE INFORMATION**

Period of exchange	January to May
Website link for academic calendar	
Orientation week	TBA
Recommended arrival date	TBA
Welcome on arrival	Transfer airport-accommodation

**COSTS**

Living costs	350 euros The cost includes food, transportation and electricity + water the current exchange rate is around 1 euro = 40 THB
Housing	150-300 euros
Insurance	Around 300 euros for six months

## Fact Sheet partner university

Visa	<p>Depends on students' nationality</p> <p>For instance Students in the list (<a href="http://www.thaiembassyuk.org.uk/?q=node/188">http://www.thaiembassyuk.org.uk/?q=node/188</a> ) are not required to obtain a visa for the first 30 days. SUIC will assist students to obtain a long period visa.</p>
Transport	<p>Bus, taxi</p> <p>Students can take a bus and a taxi to come to the university. Taxi fares in Bangkok are 35 baht for 0-1 km (0.88 euro), 5.50 baht for each of the next 10 kilometers.</p>
Extra compulsory fees	Electricity, water (80 euros per month)
<b>UNIVERSITY</b>	
Campus	Bangrak Campus
Useful websites	<a href="http://www.suic.su.ac.th">www.suic.su.ac.th</a> , <a href="http://www.studyinthailand.org">www.studyinthailand.org</a>
Location	Silpakorn University International College is located in the Office of the President in Taling Chan. The campus is a few minutes drive from Central Pinklao shopping center. It shares the same entrance as the Princess Maha Chakri Sirindhorn Anthropology Center. From here, the Office of the President is behind the Anthropology Center.
Accommodation	<a href="http://www.suic.org/study-at-suic/accommodation/">http://www.suic.org/study-at-suic/accommodation/</a>

