

## Courses Registration Academic Year 2017

### BBA in Event and Leisure Marketing

#### Year 1 / Second Semester

No.	Course Code	Course Title	Credits	Instructors
1	900205-58	Cultural Heritage	3(3-0-6)	Dr. Sippanan Nuanla-ong
2	914102-58	Practical Event and Leisure Marketing Studies	3(3-0-6)	Dr. Chalernporn Siriwichai
3	900350-58	English for Academic Reading and Writing	3(2-2-5)	Aj. Colin MacDonald
4	900102-58	Basic Mathematics	3(3-0-6)	Aj. Suksit Petampai
5	914104-58	Introduction to Online Marketing	3(2-2-5)	Aj. Anuttra Settheewongsakul/ Dr. Jantima Banjongprasert
6	900210-58	Art Criticism	3(3-0-6)	Dr. Thanavi Chotpradit
7	914106-58	Business Accounting	3(3-0-6)	Dr. Prapaipim Sutheewasinnon
<b>Total</b>			<b>21</b>	

## Courses Registration Academic Year 2017

### BBA in Event and Leisure Marketing

#### Year 2 / Second Semester

No.	Course Code	Course Title	Credits	Instructors
1	900352-58	English for Business Purpose II	3(2-2-5)	Aj. Colin MacDonald
2	914207-58	Event and Leisure Innovation	3(3-0-6)	Aj. Chri De Boer
3	914201-58	Marketing Strategy	3(3-0-6)	Dr. Jantima Banjongprasert
4	914209-58	Sustainable Event and Leisure Marketing Production	3(2-2-5)	Aj. Charles Amaury QUELLEC
5	914206-58	Business Statistics and Quantitative Analysis	3(2-2-5)	Aj. Ariyaporn Nunthiphatprueksa
6	914204-58	Organisational Management	3(3-0-6)	Aj. Nethchanok Riddhgni
7	914204-58	Leisure and Tourism Management	3(3-0-6)	Dr. Thanya Lunchaprasit
8	900354-58	French for Communication II	3(2-2-5)	Aj. Charles Amaury QUELLEC
<b>Total</b>			<b>24</b>	

## Courses Registration Academic Year 2017

### BBA in Event and Leisure Marketing

#### Year 3 / Second Semester

No.	Course Code	Course Title	Credits	Instructors
1	914301-58	Marketing Research	3(3-0-6)	Dr. Jantima Banjongprasert
2	914303-58	Integrated Marketing Communication	3(2-2-5)	Aj. Chri De Boer
3	914304-58	Human Resources Management in Event and Leisure Marketing	3(3-0-6)	Aj. Sukhavichai Dhanasundara/ Aj. Amara Verawat
4	914305-58	Information and Digital Marketing Management	3(2-2-5)	Aj. Supree Thongpetch/ Dr. Chalernporn Siriwichai
5	914308-58	Entrepreneurial and Business Venture	3(3-0-6)	Dr. Chalernporn Siriwichai
6	900356-58	Business French II	3(2-2-5)	Dr. Sudawadee Chanpiwat
7	900320-58	Chinese II	3(2-2-5)	Aj. Pansaeng Veraprasert
<b>Total</b>			<b>21</b>	