

COURSE DETAIL

INTEGRATED MARKETING COMMUNICATIONS

Country

Thailand

Host Institution

Thammasat University

Program(s)

Thammasat University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

INTEGRATED MARKETING COMMUNICATIONS

UCEAP Transcript Title

MARKETING COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course explores an integrated approach to marketing communications. It examines concepts, principles, and methods of marketing promotion and communication. Specific focus is placed on developing an integrated marketing communications plan based on consumer understanding (outside-in approach) and an understanding of the brand and brand positioning. Topics include media planning, media selection, testing and evaluation, and communication and marketing strategies.

Language(s) of Instruction

English

Host Institution Course Number

MK 319, MK 317

Host Institution Course Title

INTEGRATED MARKETING COMMUNICATIONS

Host Institution Course Details

https://oia.tu.ac.th/wp-content/uploads/2025/03/Course-Offering_BBA-1.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed

2025-2026

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