

# 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](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

[Print](#)