

BANGKOK



Be a successful marketer in any business! Studying Marketing at Stamford will enable you to master marketing strategies, data interpretation and integrated marketing communication planning. You will be job-ready in the highly in-demand marketing field.

## SPECIALIZED CERTIFICATES

### • Digital Marketing Management

Digital Marketing is the “must-have-knowledge” of all successful businesses today. This field will prepare students to use high-level strategy and best practices to maximize online marketing, engagement and customer conversion. Students will have the opportunity to participate in special workshops to earn marketing certificates like Google AdWords and Analytics.

### • Retail Management

Retail is making huge waves all over the world. This field will prepare students for big retailers like Central group, Mall group, Tesco Lotus and many more.

Stamford also has **co-branding and collaborates with L'Oréal** in developing appropriate industry related academic activities relevant to the students' academic program. This allows students to get hands-on experience of real world situations and graduate 'work ready' with the knowledge and skill-sets desired by employers. Students will also get a certificate of recognition from L'Oréal and opportunities for internship and placement at L'Oréal Thailand or in the student's home country.

**L'ORÉAL**  
THAILAND

### • Strategic Marketing Management

An exciting blend of courses in this field will prepare the students for success in the fast changing world of business and to be able to apply strategy and innovation in the marketing and business decision making.

## CAREER OPPORTUNITIES

- Brand Management
- Market & Business Development
- Marketing/ Branding Consultancy
- Sales and Marketing
- Market Research Analysis
- Public Relations

**Lubin**  
School of Business  
**PACE**  
UNIVERSITY  
Work toward greatness.

## Dual Degree Option

- BBA - Marketing
- BBA - Marketing

Stamford has a collaboration with the Lubin School of Business at Pace University, New York. Students who opt for the international pathway option will study their first two years at Stamford and complete the rest of the program at the Lubin School of Business at Pace University. Students will receive two degrees on graduation.

At the Lubin School of Business at Pace University, students can choose to study BBA with a concentration in either Global Marketing Management or Advertising and Integrated Marketing Communication.

**APPLY NOW!**  
INTAKES: MARCH, JULY, NOVEMBER

## Shrimoyee Mukherjee | India

### Director of Marketing Management Program

Ms Mukherjee has a double Master in Communications & Advertising and Business Administration. She has over 9 years of experience in both marketing and sales.

## Ponglert (Lewis) Ponglertnapakorn | Thailand

### Lecturer

Mr Ponglertnapakorn has a double Master in Marketing and Management as well as 15 years of experience in marketing and 10 years as a business owner and entrepreneur.

## Vasileios Prassas | Greece

### Lecturer

Mr Prassas has a Master's degree in Marketing and a Bachelor's degree in Management and Business Administration. He has over 12 years of working experience in Trade Marketing & Sales.

## Chad R. Durham | USA

### Lecturer

Mr Durham has a MBA in International Management with over 15 years of industry management experience with Fortune 500 Companies and as an Entrepreneur in North America and Southeast Asia. Over the last 10 years he has taught at universities in China, Thailand, and the U.A.E.



Pace University, New York

## Stamford International University

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## General Education 40 credits

Humanities	4 credits
Social Sciences	8 credits
Languages	12 credits
Science & Mathematics	16 credits

## Basic Core Courses 40 credits

ACC 101	Fundamental of Financial Accounting
ACC 102	Managerial Accounting
BUS 206	Principles of Management
ECO 200	Introduction to Economics
LAW 201	Business Law
MKT 213	Principles of Marketing
LIB 300	Business Communication
STA 201	Business Statistics
ENT 201	Innovation and Creativity
FIN 220	Business Finance

## Major Required Courses 40 credits

MKT 220	Consumer Behavior
MKT 321	Integrated Marketing Communication
MKT 333	Digital Marketing
MKT 360	Brand Management
MKT 370	Sales Management
MKT 380	International Marketing
MKT 437	Marketing Research
MKT 438	Marketing Analytic for Decision Making
MKT 461	Marketing in Asia
MKT 440	Applied Marketing Strategy

## Major Elective Courses\* 20 credits

Select 5 subjects for a total of 20 credits from the following

### Digital Marketing

MKT 334	Social Media Marketing
MKT 345	Gamification
ITE 337	Content Management
INT 312	Big Data Management
MKT 445	E-Commerce

### Strategic Marketing Management

MKT 348	Product Portfolio and Pricing Management
MKT 375	Innovations in Marketing
BUS 421	Strategic Management
MKT 429	Advertising and Media Management
MKT 450	Strategic Marketing

### Retail Management

MKT 322	Principles of Retail Management
MKT 332	Service Marketing
MKT 349	Fashion and Luxury Marketing
MKT 405	Retail Merchandising and Distribution Management
MKT 410	Relationship Management and Negotiation

\*Not all major elective courses are available every semester.

## Free Electives 8 credits

## Internship 12 credits