Master’s Degree
Program in Marketing (International Program)

THAMMASAT UNIVERSITY
Faculty of Commerce and Accountancy
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MIM was founded in 1983 as Thailand’s first international graduate program in marketing. Its specialized curriculum is designed to provide students with advanced and in-depth learning in marketing areas through theories and case studies set in the realities of the global business world. The MIM community provides ample opportunities for students to share and learn from one another, as well as to work closely with world-class faculty. That is why MIM has been the breeding ground for marketing executives both locally and internationally.
Thammasat University has a long history as a leading university fostering political and ideological change. We have created an open and dynamic environment to attract the best and brightest independent thinkers who challenge the status quo. This is fundamental to our country’s political and economic growth.

Thammasat is not just a catalyst for change and growth in the domain of politics, but it is also at the forefront of business education.

The Master of Science in Marketing Program (MIM) was established in 1983 and is Thailand’s first graduate program in Marketing conducted entirely in English. It is designed to provide the marketing expertise that the Thai business community needs. Over the years, it has been immensely successful.

The Program is continuously improving its teaching methods and provides its students with the best possible curriculum and faculty in the marketing field. The MIM Program is aggressively expanding its collaboration with many top business schools around the world. World-class professors are invited to teach and equip students with the critical skills necessary for success in their careers in the global business environment.

Eight years ago, the MIM Program made a significant change to keep pace with the world’s growing trends in entrepreneurship by incorporating this discipline as an integral part of its curriculum. It requires second-year students to combine all aspects of their two-year studies to develop a business plan for a new start up company - a much more integrated and practical approach to real life marketing for new and running businesses.

The Program enhanced and rounded out this learning by providing its students the unique opportunity to participate in leading new venture competitions around the world. The MIM’s great success over the years in these events is a testament to the quality of its education and the students graduating from the Program.
Each year the applicants for the Program are of a higher quality. The MIM Program attracts an exceptional group of diverse, accomplished, and highly motivated men and women who possess a passionate desire to be well-trained marketing professionals. Participants are selected not only by their academic ability, but also for their vision, enthusiasm and their capability to share their unique experience.

We thank you for your interest in the MIM Program and urge you to find out more about it - in the pages of this brochure, on our website (www.bus.tu.ac.th/mim), or in person. We challenge you to participate in the MIM Program, be open to a wealth of valuable knowledge and build a solid foundation for your future career.

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Skilled marketers possess some of the rarest talents in the business world. That is why so many C.E.O.s and M.D.s of companies were formerly marketing executives.
As someone who was involved in the creation of the MIM Program more than two decades ago or so, and having remained a part of it to some extent ever since, I can confidently state that there has never been a more opportune time for the contribution of well-trained marketing professionals to their companies and Thai economy. In other words, as fully trained marketing professionals, you can achieve even more significant results than any of the earlier graduating classes.

I would like to pursue the potential impact that you can have on the success of your companies. As global, regional, and local competition increases, as buyers become more discriminating, and as technologies become more and more expensive, we, you will have to be more innovative and creative. You will be challenged to get better value for money-from shrinking budgets and smaller staff teams. You will have to achieve more for less and this is why your MIM training will be so valuable.

Because of the many contacts the MIM Program has internationally, we are able to attract many of the world’s top full professors of marketing to come and teach in the Program. Against all the trends in other Thai universities, MIM applications have grown every year and the quality of students has increased substantially. After all, MIM students are as good as those from the top business schools in the world. This is evidenced by the MIM teams winning the World Championship at Moot Corp business plan competitions at the University of Texas at Austin in 1999 and 2005.

I have no doubt whatsoever that the MIM is Thailand’s top taught master’s program in whatever discipline. We prepare you to be top marketing managers and marketing directors. But we ask a lot of you in terms of commitment to your studies. If you are not prepared to give your all then you do not need to apply.

Finally, I would like to remind you that Thammasat University is the University of Moral Science. It was founded by Luang Pradist Manudharm and grown by Professor Dr. Puey Ungphakorn to instill in its graduates an ethical foundation for life. As a professor of this great university, I always reflect on the honesty and integrity of these two men and others who are Chao Dome (people of Dome). The MIM Program will instill in you a pride in this great institution so that you can deal throughout your lives with honesty and integrity in your relations with your consumers and your companies. In old age such as mine, you can proudly reflect on the ethical way in which you conducted your careers.

I strongly believe that the Master of Science in Marketing Program will equip you with the professional skills and the problem-solving mind set to bring many benefits to your companies and the Thai society. And also, always remember while on your way up, that every company’s chief executive must eventually be replaced.

Tasman Smith, Ph.D., is a full professor in marketing at the Faculty of Commerce and Accountancy, Thammasat University. He received his doctorate in Management from the University of Oxford in England. He has published several books with Oxford University Press and is the founder in Thailand of such companies as Deemar, PA Management Consultants, Riche Monde and co-founder of Volvo and Chrysler. He has been Executive Chairman of the MIM Program since 1996.
Thammasat University is located on the east bank of the Chao-Praya River. As part of old Bangkok, the University takes pride in its long establishment as well as in its past political involvement that has shaped Thailand’s modern day political ideology.

Thammasat was inaugurated in 1934 and is the second oldest university in Thailand. It has since become one of Thailand’s leading institutions of higher learning with a current enrollment of over 22,000 students, including approximately 5,600 graduate students.

Thammasat University takes pride in the remarkable contribution of its 200,000 plus alumni to the country’s development. Many Thammasat alumni and former rectors have held prominent positions in Thailand. Prime Minister, Supreme Court Judges, Solicitors, Members of Parliament and Senators, successful businessmen - they are just a few of the generations of students who have walked its hallowed halls and gone on to highly successful careers in their chosen fields.

At present, Thammasat University has 21 academic units including the Faculties of Law, Commerce and Accountancy, Political Science, Economics, Journalism and Mass Communication, Liberal Arts, Science and Technology, Social Administration, Sociology and Anthropology, Engineering, Medicine, Allied Heath Science, Dentistry, Nursing, Architecture, Fine and Applied Arts, as well as the College of Innovative Education, Sirindhorn International Institute of Technology, Language Institute, the Graduate Volunteers Program, and the College of Allied Science.

Thammasat University offers graduate programs leading to a master’s degree in all faculties and Ph.D. programs in Economics, Business, Political Science, Sirindhorn International Institute of Technology, Allied Social Science, and Liberal Arts.

The Faculty of Commerce and Accountancy (or internationally known as “Thammasat Business School”) was established in 1938. Since the Faculty’s philosophy is to provide education for business people who work during daytime, several evening graduate programs have been developed to serve the Thai business community. The Master’s Degree Program in Marketing is one of those evening programs and is the country’s first graduate program in Marketing conducted entirely in the English language.
In 1983, the Faculty of Commerce and Accountancy of Thammasat University and IHM Business School of Sweden, the famous training institute for marketing in Europe, established a joint academic program in Thailand. The initial program was established as a Certificate Program in Marketing. The period of study was one year. The positive response the certificate program received from the business community inspired the current Master's Degree Program in Marketing.

In 1987, Thammasat University with IHM Business School and Gothenburg University, Sweden set up “The Master's Degree Program in Marketing”. Since then, the MIM Program has been conducted as a two-year master’s program. The purpose of the Master's Degree Program is to provide an educational experience unique not only in its focus on marketing but also its international perspective. In order to maintain the Program’s standard of global excellence, the MIM Program is taught in the English language. This allows the use of international experts and materials that are only available in English.

Over the years, the MIM Program has gone through a series of proactive changes to position itself ahead of the demands of the business community. The Program has expanded its relationships with top Business and Marketing Schools from around the world.

Since the establishment of the Program from the certificate days, the MIM Program is now renowned for producing more than 2,000 highly qualified marketers to serve the Thai business community.
Master of Science (M.Sc.) Degree in Marketing

The primary difference between an MBA and an M.Sc. degree is generalization versus specialization. Though the MBA is broad, covering all the primary functions of business, students only can take a limited number of electives in a specific area of interest. In the M.Sc., students can gain expert knowledge of one functional area of business via in-depth knowledge and hands-on experience. The M.Sc. in Marketing is designed to provide advanced and in-depth learning in Marketing areas. In addition, the MIM provides an educational experience, unique, not only in its focus on marketing, but also in its international perspective.

Specialized Marketing Curriculum

The MIM curriculum comprises 42 credit units, on a trimester system. It is specifically designed to develop specialized marketing and problem-solving skills that can be used to address immediate business concerns, as well as linking academic theories with the realities of the global business world. It represents a strategic balance between the science of analysis and the art of implementation. MIM graduates have acquired a thorough knowledge of marketing concepts and how they apply to different facets of the business environment.
Two-Year Evening Program

The MIM Program is a two-year evening program. English is used as the medium of instruction. All MIM classes are conducted at the Faculty of Commerce and Accountancy at Thammasat University at the main campus at Tha Prachan. Classes are scheduled in the evening from 6.30 p.m. to 9.30 p.m., three to four evenings per week. Classes on weekends may be arranged occasionally with prior notification. It is considered essential that students are on time for class. Class begins exactly at 6.30 p.m. on weekdays. The schedule may be changed in accordance with national holidays or for other essential reasons.

World-Class Faculty

The outstanding faculty and guest speakers involved in the MIM Program represent a balanced mix of experience and expertise in all aspects of Marketing. Professors from top universities around the world and local experts combine academic excellence with experience in solving real-world marketing problems. They are selected to teach in their areas of expertise. Students will learn from the person who is a leading expert in each area and benefit from the opportunity to interact and network with these unique individuals.

Interactive Learning

The main study method is based on active learning individually and within working groups. Teaching methods include a mixture of lectures and discussions, case studies, marketing simulation games, class presentations, project work and field trips to various companies. Each is used in a manner to accomplish the goals of a given class.

A Diverse Mix of Students

MIM students are experienced professionals who have either been working in marketing for several years or who are moving within their organization into a marketing role. Students bring their own unique understanding of marketing practices to the classroom and share them with faculty and peers alike. They will obtain practical knowledge and acquire the skills necessary to advance their careers in Thailand and the international environment.

Students of the MIM Program represent a diverse mix of professional and academic backgrounds. Almost 100% have worked full time as professionals.
The average working experience for the MIM students is 6 years. The educational backgrounds of the MIM students are as varied as their professional experiences. They come from a very wide range of organizations, in terms of both size and business sector - for example, large corporations in the engineering, manufacturing, financial service sector, public sectors, not-for profit organizations, and many smaller companies including self-employed consultants. Their undergraduate majors include engineering, liberal arts, natural sciences, as well as business administration.

**International Links**

The MIM Program is increasingly expanding its relationships with top business and marketing schools from around the world. MIM students learn the best marketing practices and concepts from Thailand, Europe, Australia, and the U.S. through this very special program.

MIM has had a wide variety of student exchange partnerships with various universities in the U.S., Canada, Europe and Australia. Second-year students are entitled to participate in the Student Exchange Program by spending one or two semesters studying at universities abroad. For students who are interested in international business, these exchange opportunities add a very special dimension to the MIM experience.
Interactive class discussion is enriched by exchange students from all over the world.
**The Curriculum**

The MIM Program is not an assembly line course that takes students of similar backgrounds and gives them a mass produced education. Since its establishment in 1983 as Thailand’s first graduate program in marketing, the MIM Program has developed a reputation of excellence because of its professional, flexible, individual and problem-solving approach to education.

Throughout the entire two years, a mixture of lectures, case discussions, group projects, experimental learning and interactions with practicing executives are all integral to the MIM educational experience. Cases, lectures and projects are all geared to reflect the international components of marketing and business decisions as they occur today.

Specifically, MIM graduates will be able to:

- analyze markets for specific types of business
- identify marketing problems and opportunities
- propose a feasible set of business objectives and develop realistic marketing strategies
- evaluate the results of different strategies and select the best course of actions/solutions
- manage resources, develop business strategic implementation plans, and guide a business towards its goals

MIM students will get a solid foundation in Marketing - plus managerial and leadership skills that can help achieve lifelong successes.
The course begins in the middle of March with two months of introductory study and orientation. This is known as “Introduction to Business” course. The purpose of this course is to equip students with basic business and life skills which will be used in the subsequent courses and throughout their careers. Students will be introduced to all aspects of the program through the MIM orientation in the first week of the course. The MIM orientation also gives students a chance to meet MIM administration, faculty members, new classmates, and second-year students.

The introductory course emphasizes Creativity, Ethics, Critical Thinking, Communication Skills, Leadership, Teamwork, and other basic skills foundations. These will include reviews of economics, statistics, marketing, managerial accounting, finance, personal computer operation, case study, presentation techniques. The students will be exposed to a variety of teaching and learning techniques that will be used in the MIM Program.

All first-year students are required to take this preparatory course. Students have to achieve a grade of P (Pass) before continuing with the MIM core course studies. The course will not be included in the calculation of cumulative credits and cumulative grade point average.

**Team Building Exercise**
Fundamental in the education of all students is the development of professionalism and teamwork. The MIM Team Building Exercise will address these needs by defining excellent team behavior, participating in team decision making, demonstrating skills needed for leading a team and for facilitating a team in accomplishing its tasks, and providing practice in the productive management of potential conflict among team members in a high-pressure environment.

This weekend exercise is held during the introduction course at a location outside Bangkok. It provides new MIM students with an opportunity to become acquainted with each other as well as with the MIM staff. Students will participate in both indoor and outdoor exercises designed to test their abilities to perform in a team. Teams will be evaluated and prizes awarded to the best teams. It is an exciting and enjoyable experience!

**Communication Skills Workshop**
The Communication Skills Workshop is a hands-on interactive workshop designed to improve business presentation skills. It combines teamwork exercises and various oral and audio-visual presentations to give each student the opportunity to improve their business presentation skills. An emphasis on real-world business situations and cases helps to build and improve skills that are mandatory for students who will be competing in a global environment. After completing the workshop, students will be better prepared to compete in today’s business environment and should have gained a “comfort level” when delivering typical business projects similar to those that will be expected throughout the MIM Program.
Marketing Management
This course provides the students with a general knowledge of activities involved in developing marketing programs and strategies to achieve competitive advantage. It provides the foundation for the subsequent marketing courses in the Program. Major decisions studied include consumer behavior, competitive analysis, environmental analysis, market segmentation, marketing research, market selection, product development, positioning, pricing, promotion, sales management and distribution channels.

Behavioral Science in Marketing
The objective of this course is to create an advanced understanding of critical aspects of consumer behavior that contribute to the design and execution of a marketing strategy. The emphasis will be on exploring decision frameworks that lend themselves to practical applications.

Product Management
The goal of this course is to help students achieve an understanding of the environment in which businesses must compete and product managers manage. It focuses on the introduction and development of new products and the management of products during different stages of the product life cycle.

Marketing Channels and Distribution Management
This course provides students with knowledge of planning marketing channel activities, organizing institutions and agencies involved in the process of making products and services available to business and household consumers, coordinating the marketing efforts to those institutions and agencies, evaluating the performance of those organizations, and controlling marketing channel efforts. The course also covers an understanding of logistical systems that provide the supply of materials and parts to a firm and the distribution of products to customers.

International Marketing
This course deals with the strategies, practices, opportunities, difficulties and challenges in dealing with global, regional, and local marketing concepts simultaneously. It aims to examine the underlying issues facing a global and international marketer in market and product selection and development as well as formulate and evaluate entry strategies and marketing programs. Operational techniques as well as strategic decisions will be presented in the course.

Organizational Behavior and Management
This course focuses on organizational behavior and management theory as it relates to marketing organizations including values and attitudes, motivation, group dynamics and behavior, group decision making, power and conflict, management styles, leadership, management of change, self-development, and time management.

Service Marketing
The focus of this course is two fold. Firstly, service organizations differ from goods organizations and require their own distinctive approach with regards to the development and execution of a marketing strategy. Secondly, goods organizations need to acknowledge the service aspects of their role and how service can be used as source of competitive advantage. In this course, students will learn more about some of the unique challenges and opportunities in marketing services.
**Marketing Information Systems**
This course focuses on the transformational role of Information Technology (IT) in how firms serve their customers. IT is dramatically changing the landscape of global competition, increasing productivity, changing industry structure, making markets more efficient, and altering the boundaries and competitive positions of firms. It is imperative that forward-thinking managers understand the process of using information, and evaluating, assimilating, and managing IT within products and services. They also need to recognize the value-added benefits for firms in terms of operational efficiency and the development of business and strategic partnerships.

**Research Methodology in Marketing**
The objective of this course is to introduce students to the scope and function of marketing research. While the course will have a strong theoretical content, it will be grounded in the practicalities of the market research industry. The emphasis will be upon research for marketing managers and as such will pay attention to the role of research in marketing management decision-making.

**Marketing Communications**
This course is designed to provide an overview of marketing communications theory, strategy, management, and tactics. It explores the decision-making of marketing managers on the firm’s promotional mix, advertising, sales promotion, public relations and publicity. Students will be exposed to a mixture of applied theory and practical examples of how marketing communications are developed and implemented.

**Economic Analysis**
This course provides a foundation in Managerial Economic Analysis. The purpose of this course is to acquaint students with standard tools and applications of managerial economic principles to the decision-making process both within an organization and in the markets in which firms compete.

**Competitive Strategies in Marketing**
This course uses an analytical approach to competitive marketing strategy formation. The focus is on development of strategic framework for decision making for both domestic and global organizations. Students will learn to use analytical and logical methods in real business cases. The marketing simulation used in this course will help students develop skills and gain hands-on experience in formulating and implementing marketing strategies.

**Marketing Profitability**
This course concentrates on a business-oriented approach to profitability analysis served with global and contemporary aspects – especially the dramatic aspects of the change into an information economy. The focus is on the financial effects of marketing decisions linked to the overall objectives of the company. The course will concentrate on the identification and description of the most profitable factors in marketing and the application of quantitative methods in improving corporate financial performance.

**Project Work in Marketing**
This is an advanced course designed to train students to develop a business plan for a new start-up company – a much more integrated and practical approach to real-life marketing for new and running businesses. The end result of this course is a comprehensive written and oral presentation of an original business plan that requests funding for a new venture. Students working in teams will be required to identify a potentially feasible new business opportunity, thoroughly research and identify the market potential, and construct a realistic business plan to obtain an attractive return of investment for investors. The plan will be presented to "Investment Bankers" for funding and students are required to defend their proposals in a professional manner.
MIM classes emphasize **rigorous, analytical thinking** - how to reason strategically, make decisions, and understand all the dimensions of a business problem.
During the 1990’s venture capital, and the drive in technology investment was creating a new breed of managers and an interest in a new form of funding for start up companies around the world. The “professional entrepreneur” was becoming a whole new management discipline that could no longer be ignored. Even large companies were looking to these innovative fresh young minds to break themselves from the “industry norm”.

In 1996, the MIM Program made a significant change to its curriculum to keep pace with this world’s growing trend in entrepreneurship. The MIM Program shifted from a final student project based on a marketing plan, to a course and project requirement which focused on the development of a business plan for a new start up company - a much more integrated and practical approach to real-life marketing for new and running businesses. The new course was designed to promote creativity in students, to be applied either in new businesses, family run operations, or even multinationals who still needed to operate with incredible flexibility in order to be effective in the dynamic Asian markets.

The MIM Project Work in Marketing, or Entrepreneurship course, used a combination of lecturing, frequent presentations by students, and practical real-world experience coming from the entrepreneurial business community. It was important to bring the outside world into the classroom so students could experience the practical side of what they were learning. So, MIM coordinated the course to enable each group of students to be assigned an advisor who was an established entrepreneur or a senior executive at a top company. The students could rely on guidance and advice from these seasoned businesspeople in the development of their business plans. The response to this approach was outstanding. Students found the connection to the business world very practical and of great value. The “Entrepreneur Advisors” put the students in touch with real contacts to better conduct their research and the advisors also got great value, looking forward to hearing about new trends and developments in Thailand. Great benefit was seen in creating a connection between the business community and the Program through a meaningful integrated experience for both parties.

In 1996 and 1997, MIM faculty representatives went to observe the Global Moot Corp® Competition at the University of Texas. The Global Moot Corp® is considered the world’s premier new venture competition for business schools. Every year, the world’s top business schools come to compete for the top prize of US$150,000 and the title of “Global Champion”. This visit gave ideas of the criteria used in the unique world of venture capital, and provided an opportunity to see the quality and caliber of the business projects to help establish benchmarks for the MIM Program to work towards.

Since that time MIM has had great success in various business plan competitions against leading international and American MBA programs. Out of 20 international business plan competitions on three continents, MIM students have won honours at no less than 18 of these events. This includes winning the Global Moot Corp® Championship (in Years 1999 and 2005), finishing first in Asia Moot Corp® (in Years 2004 and 2005), winning the New Venture Championship held at Oregon (in Year 2005), and consistently winning places in the finals, despite facing competition from some of the world’s most famous business schools.

Wherever MIM students compete, they earn great recognition for their professionalism, creativity and capabilities. With entrepreneurs like these in the driving seat, Thailand is heading for a bright and prosperous future.

Entrepreneurship is an integral part of the MIM curriculum.
2005 was another exciting year for MIM enjoying many successes recognized worldwide. Our Idyll Life team was crowned with the World Championship entrepreneurial new venture by beating the world’s top business schools at the Global Moot Corp® Competition held at the University of Texas, U.S.A., in May. The victory came only 2 months after the same team won at the Asia Moot Corp® Competition held in Bangkok.

A-Gro Solutions was another MIM team of student entrepreneurs that brought pride home to Thailand by winning the 2005 New Venture Championship (NVC) held at the University of Oregon, U.S.A. It was an outstanding accomplishment as the NVC is considered one of the top Business Plan Competitions in U.S.A.

This is not the first time that MIM has landed the top prize at the Global Moot Corp®. In 1999, MIM’s Fabrica team won the Global Championship for the first time. Thammasat’s MIM is still the only Asian institution to ever receive this prestigious prize.

As MIM Adjunct Entrepreneurship Professor, Bill Randall brings a unique blend of entrepreneurial experience, leadership skills, corporate management and academic teaching to his role at MIM’s Entrepreneurship class.

A graduate from the Wharton School, he brings 20 years of practical experience into the classroom where he has held senior management positions with MNCs, as well as being an avid entrepreneur involved with several start up ventures in Asia. Bill has often been invited by notable companies, such as Sony Ericsson and Digi Telecom (Malaysia), to advise them on launching their own new products and ventures.

He has been responsible for the New Venture Class at Thammasat’s MIM since 2000, and has taken his real-world experience and involvement with the venture capital industry to the role of the Director of the Asia Moot Corp® Competition. He brings a very unique and fresh style both in and out of the classroom to successfully coach MIM students participating in Moot Corp® and other international business plan competitions.
2005 Global Moot Corp® Champions from MIM Thammasat opened the NASDAQ Stock Market.
Details of the grading system will be in accordance with Thammasat University’s regulation number 11 for graduate studies, 1985.

1. The nine final course grades are as follows:

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<tr>
<th>Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<tr>
<td>Point</td>
<td>4.00</td>
<td>3.67</td>
<td>3.33</td>
<td>3.00</td>
<td>2.67</td>
<td>2.33</td>
<td>2.00</td>
<td>1.00</td>
<td>0.00</td>
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2. There are two grades for auditors. They are P for pass and N for fail.

3. Under certain circumstances there might be two grades for the credit courses. Those are S for pass and U for fail.

4. Total credits counted include the one with S or at least C only. Those with D or F in either core courses or electives will be included in calculating grade point average.

Withdrawals (W) and Incomplete (I)

Withdrawals from courses are marked "W". Withdrawals are not permitted after the first two weeks of a regular semester. If withdrawals are made without making proper arrangements, a grade of "F" will be assigned. If a student has to withdraw from the course work after the first two weeks of the regular semester due to unforeseen circumstances beyond the control of the student, an "I" for incomplete course work will be given. However, the "I" must be removed within ninety days after the semester ends otherwise the completed portion of the work will receive an "F".

Comprehensive Examination

A comprehensive oral examination will be required after the student has successfully completed all of the course work. The examination schedule will be announced at least four weeks in advance. Students will obtain a "P" (pass) or an "N" (not pass). Each student may take the comprehensive examination a maximum of three times.

Graduation Requirements

For a student to be awarded a Master of Science in Marketing, he or she must fulfill the following requirements:

1. The student must complete all courses according to the MIM curriculum and follow all rules, regulations of the Faculty of Commerce and Accountancy, Thammasat University.

2. The student must attain a minimum cumulative grade point average of 3.00.

3. The student must pass the comprehensive examination.

4. The student must be in good financial standing with the University.
The quality of learning is reflected in the classroom. At MIM, the learning environment can be inspiring. Much of this is due to the Program’s faculty and guest speakers. Students will mostly be taught concepts by foreign instructors and application by local instructors teaching in English. Faculty members also collaborate with each other, crossing the boundaries between traditional marketing concepts as well as working with faculties from other universities to create innovative approaches to marketing subjects. Some faculty members have written textbooks and developed other teaching materials that have been used around the world.

Guest speakers continue to help shape the understanding of marketing issues and provide students with real-life case studies. Many of them are involved in field-based observation, drawing ideas for their academic work from time spent in the market, on trading floors, and in other settings where they can see and discuss at first hand the issues confronting marketers today.

Meeting the needs of customers is at the heart of the marketing program. Today’s businesses need marketing professionals, well-rounded in both concepts and application. The outstanding faculty and guest speakers involved in the MIM Program represent a balanced mix of experience and expertise in all aspects of marketing.

MIM faculty come from all over the world, bringing a wide range of ideas, teaching practices, and real world business experience.
Visiting Professor from McCombs School of Business, The University of Texas at Austin, U.S.A.

Anitesh Barua is the William F. Wright Centennial Professor of Information Technology at the McCombs School of Business, the University of Texas at Austin. He is also the Associate Director of the Center for Research in Electronic Commerce and the Director of the Information Management Program at the McCombs School. He received his Ph.D in Information Systems from Carnegie Mellon University in 1991. He has received many awards for his research and teaching including the Best Doctoral Dissertation Award from Carnegie Mellon University, a National Science Foundation Research Initiation Award, El Paso Energy Foundation Faculty Award, Minnie Stevens Piper Foundation Professorship, and membership in the University of Texas Academy of Distinguished Teachers. He has published nearly 60 articles in refereed journals, conference proceedings and edited book chapters.

Teaching in the MIM Program for the first time was an incredibly satisfying and enriching experience. The students were absolutely top-notch, highly motivated and diligent, comparable to the very best I have come across anywhere in the world I have taught. Initially, I was a bit apprehensive of teaching a course on strategic Information Technology (IT) management to a group of marketing students. What a pleasure it was to discover how holistically the students could comprehend IT issues in business, and how they appreciated the role of information in connecting different parts of a business.

The MIM staff went out of their way to make it easy for me to deliver a successful course. Everybody in the MIM Office works extremely hard to ensure that everything from announcements to course materials is well taken care of in advance. Their attention to little details was the key to the flawless administration of the course. Their cheerful and friendly disposition and this willingness to help in any way possible made my stay even more fun!

Thailand is a fabulous country that I always wanted to visit, and my short trip became all the more memorable because of the unprecedented warmth and hospitality of the wonderful people I met there. I eagerly look forward to revisiting Thailand and teaching in the Thammasat’s MIM Program again in the near future. I would give the MIM Program my strongest recommendation to faculty members contemplating teaching abroad. It is a fabulous educational and cultural experience that one is likely to cherish for a long time.

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Kunal Basu, PhD
Templeton College
The University of Oxford
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Keith Blois, PhD
Templeton College
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Per-Anders Broman
Teknosell Business Consultant
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Joe Cannon, PhD
Associate Professor
College of Business
Colorado State University
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Goutam Challagalla, PhD
Associate Professor
Georgia Institute of Technology
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Amitava Chattopadhyay, PhD
Professor
INSEAD
France

Leslie de Chernatony, PhD
Professor
Birmingham Business School
University of Birmingham
England

Darren Dahl, PhD
Associate Professor
Sauder School of Business
University of British Columbia
Canada

John N. Doggett
Director of Entrepreneurship Programs
McCombs School of Business
The University of Texas at Austin
U.S.A.

Richard Elliott, PhD
Professor
School of Business and Economics
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O.C. Ferrell, PhD
Professor
Department of Marketing
Colorado State University
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Britt Freund, PhD
McCombs School of Business
The University of Texas at Austin
U.S.A.
Prof. Dr. Bodo B. Schlegelmilch

Visiting Professor from Vienna University of Economics and Business Administration (WU Wien), Austria

Dr. Schlegelmilch is Professor and Chair of International Marketing & Management at the Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration). He is also Academic Director of the Vienna Executive MBA Program, Fellow of the Chartered Institute of Marketing and Adjunct Professor of International Business Studies at the University of Minnesota, Carlson School of Management, and at Kingston University in London, U.K. Currently, he serves at the first ever European Editor-in-Chief of the Journal of International Marketing.

Earlier, he held tenured posts at Thunderbird, the American Graduate School of International Management in Arizona, the University of Wales in Swansea, and the University of Edinburgh in Scotland. At Thunderbird, he worked as Professor of Marketing and founding Director of the U.S. Government supported CIBER Institute for International Business Ethics. At the University of Wales, he held the British Rail Chair of Marketing, and at the University of Edinburgh, he was a Lecturer of Marketing and International Business. During his career, he also held visiting positions at the University of California at Berkeley and the University of Miami, and held commercial posts at Deutsche Bank and Procter & Gamble in Germany.

Dr. Schlegelmilch has taught in international marketing programs in Austria, Britain, China, Egypt, France, Germany, New Zealand, Russia, Thailand and the United States.

It is a great privilege to teach the students participating in the MIM Program at Thammasat University. While my executive teaching experience spans six continents and includes assignments at some of the world’s premier business schools and MNCs, teaching at Thammasat will always remain a special experience. The students are not only talented, but are characterized by exceptionally inquisitive minds and an eager drive to learn. The participants’ welcoming charm and hospitality also contributes to making every class session a true pleasure.

However, it is not only the students who make teaching at Thammasat’s MIM Program an outstanding experience. The warm hospitality of the staff, their professionalism and their helpfulness is second to none. In fact, the Thammasat’s MIM staff are the best ambassadors a country could ask for. They are always keen to showcase Thailand’s rich culture and go to great lengths to make visiting faculty feel welcome.

Taken collectively, it is a great pleasure and an honor to be part of Thammasat’s MIM team. While I hope that the students benefit from the diverse mix of international faculty, I know that I learn a lot from the talented students and the exceptional kindness from the MIM staff.
Durairaj Maheswaran is NEC Faculty Research Fellow and a Professor of Marketing and International Business at Leonard N. Stern School of Business, New York University, New York, U.S.A. He received his PhD from the J. L. Kellogg School of Management, Northwestern University in 1987. He also completed an MBA from the Indian Institute of Management from Calcutta, India in 1976 and completed a Bachelor's Degree of Technology in Chemical Engineering from the University of Madras, India in 1973.

His research has been published in many leading journals in marketing.

The most exciting aspect of teaching in the MIM Program is the interaction with the students. When I accepted to teach in the MIM Program, I was a little concerned that the students worked during the day and attended classes in the evening. I was resigned to delivering lectures to a group of tired and overworked students. But, I was pleasantly surprised to meet a highly motivated and very active group.

The lectures are often followed by lively discussions about how the marketing strategies are implemented in the companies represented by the students. I think the students learned as much from the class discussions as they did from my lectures.

Thailand is a country of interesting contrasts. Modernization coexists with centuries of cultural traditions. You can step out of your five-star accommodation into a world of temples and palaces. Buddhist monks walk the streets with the westernized yuppies. The Thai people are friendly and courteous. The friendliness of the people is reflected truly in the staff at MIM. They are an efficient and fun team. The chores associated with teaching are so well managed that teaching actually becomes more interesting. The work environment at MIM is both productive and pleasing.

Overall, I enjoyed my experience at MIM and in Thailand. It is a unique combination of bright and motivated students, efficient and friendly management and an interesting and exotic cultural setting.
Visiting Professor from Birmingham Business School, University of Birmingham, England

Leslie de Chernatony is a Professor of Brand Marketing at the University of Birmingham. After graduating with a first class honours degree in Physics, he spent 7 years working in the Marketing Department of blue chip manufacturers. Later, he moved to the University sector and during his time as Lecturer in Marketing at Cranfield School of Management, was awarded a PhD for research into brand marketing.

Dr. de Chernatony has a considerable number of publications on brand marketing in European and American journals. He is lead author of the popular text: “Creating Powerful Brands”, and is a frequent presenter at international conferences.

As a regular guest of the MIM Program, I find it fascinating to work with such interesting and stimulating students. Thailand faces many opportunities as it develops in a global environment and with a sound basis in Marketing Management, the MIM Program is ensuring that tomorrow’s dynamic leaders should be well equipped to grow their organisations’ market shares and profitability.

The classroom sessions have regularly simulated real-life problems and it is delightful to see the students so capably applying their new marketing management tools and techniques. One of the key principles of ensuring a supportive learning environment is to enable students to enjoy what they are learning. Their cheerful smiles are no doubt partly due to the intellectual satisfaction of mastering new techniques, but also participating through regular interaction which brings a smile to all our faces. The warmth of goodwill between the students is always apparent, making it easier for me to harness the students’ intellectual capabilities. It really is an honour to work with such eager managers who are bright and hardworking.
Dr Kunal Basu has been involved in executive education for more than ten years, in 11 countries and three continents. Most recently he has launched the International Masters Programme in Practising Management, a joint venture between institutions in the UK, France, India, Japan and Canada. A former Director of McGill’s Centre for International Management Studies, he has designed and directed programmes in China, the ASEAN, South Asia, Latin America and Europe, and pioneered the Management for Development concentration within McGill’s MBA programme.

A PhD from the University of Florida, Dr Basu has published extensively on Brand Management, International Marketing, Marketing in Developing Countries, Consumer Decision Making and Advertising. One of his recent articles on Customer Loyalty won the Best Journal Article award from the Academy of Marketing Science. He is Associate Professor of Marketing at the Faculty of Management of McGill University, Canada, and has been awarded a Distinguished Visiting Professorship by Renmin University in China. He is a consultant to a number of international corporations and government departments.

He is joint programme director of the Oxford Advanced Management Programme at the University of Oxford in the UK. His special interests include global branding; international marketing strategy; marketing new products/services.

The MIM is an exceptional program. The academic components are robust and well thought out. The content is relevant and the administration very professional.

It is a pleasure to be in the MIM classroom. The students have an infectious enthusiasm for learning, and rise to the challenge. I have always found the level of preparation and class discussions to be of a very high standard. The experience has certainly been critical in bringing me back year after year.

An additional aspect of the MIM, which makes the classes interesting, is the varied backgrounds of the participants. Both academically, as well as in terms of industry exposure, they bring a diversity to the classroom which helps in the mastering of critical marketing challenges and methodologies.

Executive Guest Speakers

Michael Bern Ascot
Managing Partner
The Amrop Hever Group
Thailand

Germain Bergeron
Product Manager
Canora (Asia) Inc., Thailand

Dolchai Boonyaratavej
Chairman
Dentsu Young & Rubicam Brand Communication, Thailand

Greg Brown, PhD
Faculty of Commerce and Accountancy
Thammasat University, Thailand

Aim-ora Bunnag
Sr. VP, Strategic Planning & Research
Y & R (Thailand)

Brian Cahill
Executive Director
Thaigolfer Group Company Limited, Thailand

Fig. Off. Kamolnai Chaixanien
Project Manager Industrial Business Group
The T.C.C Group of Companies, Thailand

Roy Chapin
CEO
Movieseer.com, Thailand

Phisanu Chongstitwatana
Managing Director
A.A. Holding Co., Ltd., Thailand

Suphanee Dechaburananon
Group Executive Director
MindShare Co., Ltd., Thailand

Surin Dhammanives
Executive Vice President Marketing
Siam Motors and Nissan Sales Co., Ltd., Thailand
I have been teaching at Thammasat since MIM-III, and each year I am more and more impressed with the Program. In a short period of time, the MIM Program has become a premier graduate Marketing program rivaling any in the world.

The MIM students have gone on to excellent positions in the business world, and I look forward to hearing from them. It gives me a lot of pride and pleasure to have lunch with several of the students I have taught from the past MIM groups when I am back to teach.

The current crop of the MIM students is dedicated, smart and visionary. Their skills in Marketing are complemented by their strong English ability. They are at home making sophisticated Marketing presentations in English.

Finally, the faculty and staff at MIM just keep getting better and better. There is an excellent mix of faculty from around the world, adding to global nature of the Program.

I pride myself as being one of the long-standing faculty at the MIM Program. I look forward to teaching here in the years to come.
Visiting Professor from INSEAD, France

Amitava Chattopadhyay is the L’OREAL Chaired Professor in Marketing Innovation and Creativity at INSEAD, France. He received a B.Sc. (honors) in Chemistry from Jadavpur University, Calutta, India in 1977, a master’s degree in Marketing from Indian Institute of Management, Ahmedabad, India in 1981, and PhD in Marketing from Graduate School of Business, University of Florida in 1986.

Dr. Amitava has taught several subjects in the Marketing areas at various universities in Hong Kong, Canada, India, China, France, U.S.A., including Thammasat University in Thailand.

He has written numerous articles related to Marketing in several journals e.g. Journal of Marketing Research, Journal of Advertising Research, Psychology and Marketing, Journal of Consumer Research.

Teaching in the MIM Program at Thammasat University has been a lot of fun. The students are great. They bring a wealth of experience to the classroom, and tapping into and sharing the collective knowledge of the group has been very rewarding. I think the group has certainly learnt from it; I know I have.

Notwithstanding the short duration of each visit, I have enjoyed the opportunity to get to know the students as individuals, their hopes and aspirations. This is a rare privilege and one that I cherish.

The MIM staff are wonderful. They are thoughtful, caring and fun. They have made my stays truly memorable. I look forward to the opportunity to teach in the MIM Program in the future.

Edward Rubesch
President
Sequoya Company Limited, Thailand

Seri Sirinopwongsagon
General Manager - Strategic Communication
Amarin Development Co., Ltd., Thailand

John Stevens
Managing Director
The Best in Bangkok Book Co., Ltd., Thailand

Vinit Suraphongchai
Advisory Chairman
BBDO Bangkok Limited, Thailand

Ueychai Tantha-obas
Managing Director
Thai Beverage Marketing Co., Ltd., Thailand

Jake Vigoda
Chief Finance Officer
KR Precision Pcl., Thailand

Paul F. Wedel
Executive Director
Kenan Institute Asia, Thailand

Worawut Worakarn
Executive Strategic Planning Director
Dentsu Young & Rubicam Brand Communication, Thailand
lifelong friendships and professional connections
I was one of the corporate employees in the marketing department who needed to continuously improve my performance in order to survive in a competitive environment. I thought it was easy to become a marketer because I saw marketing as simply advertising, pricing and a sales force and thought that was all there was to it... but I was wrong. After 2 years at MIM, I learned that marketing would be the true epicenter of the next generation organization and will be in charge of getting the company’s cash register to ring more often.

Present Position: Strategic Planner, Ogilvy & Mather, Thailand
Previous Degree: B.S., Chemistry, Fairleigh Dickinson University, U.S.A.

MIM provides the students with an opportunity to reach the world’s renowned professors from top business schools around the world. After class, we always have a group meeting to help each other get through course requirements and exams. No one says life at MIM is easy. Lesson by lesson and day by day, MIM tailors you to be an outstanding marketer who can stand out and shine in the real marketplace.

Una Tan (MIM-XI / 1999-2001)
Present Position: Marketing Manager, Nokia (Thailand) Ltd.
Previous Degree: B.A., International Affairs, Thammasat University

Talking about the MIM professors, they are such a nice, warm and friendly group of academics from various top business schools from all over the world. The global knowledge and experiences they brought to us was extremely useful for our careers and can be adapted to business at home perfectly well. I loved the time when these world-class professors joined us for meals and coffee, we talked and exchanged lots and lots of fruitful ideas like we had been friends for ages! It is the feeling that will be kept alive in my memory...forever!

Previous Degree: B.S., Food Technology, Chulalongkorn University
M.S., Food Technology, The University of New South Wales, Australia

MIM is vividly the World Class Marketing Program for me from its leading curriculum design and also its deliberate process of selecting visiting professors. It shows how globalization is playing not only in the real business world but emerging in academic area also. Most courses taught by renowned professors are not focused on theoretical and research based only, but also on practical and real-time experience across global markets.

Present Position: Marketing / Corporate Communications Manager, Procter & Gamble Trading (Thailand) Ltd.
Previous Degree: BBA, Marketing, Assumption University

I’ve always wanted to be more than just an engineer. At MIM, I have been able to get a solid foundation of marketing. This occurred in a very balanced way-combining theories with the down-to-earth realities of marketing. It’s helped me to become more well-rounded, which will broaden my long-term career options. When I enter the workforce, I know that no one will question my abilities. MIM makes me a heavyweight.

Pachoke Hengroong (MIM-XII / 1999-2001)
Previous Degree: B.Eng, Mechanical Engineering, Chulalongkorn University

Why MIM? Well, I think it is the best marketing program in town! It covers all areas any modern marketer, or those who want to be, must know. Dealing with all the customers in the Fast Moving Consumer Goods (FMCG) business, you have got to be very dynamic, sharp and competitive. Thanks to the knowledge that I have learned from the course, it prepared me well to help my customers launching several successful products in the market during the past years.

Pornchai Eongphphisit (MIM-XII / 1999-2001)
Present Position: Business Development Manager, Tetra Pak (Thai) Limited
Previous Degree: BBA, Marketing, Assumption University
Beyond the classroom, many business contacts start from chatting over the coffee table.

Studying at MIM requires lots of individual commitment, dedication and discipline. Teamwork is also crucial during the study and the faculty is very tough with their student selection process, making sure there are only really good people for the course. It is very good to be around with several high-fliers in many leading organizations. Despite being in a competitive program, the bond between the students as well as the alumni is also far superior than any other programs.

Nuntiya Ittiwatanakorn (MIM-XVII / 2003-2005)
Present Position: Purchasing Manager, Thai Rolling Machinery Co., Ltd.
Previous Degree: B.Eng., Industrial Engineering, Kasetsart University
MBA, International Business, Georgia State University
In 1993, the Faculty of Commerce and Accountancy established its first Student Exchange Program with the University of British Columbia, the University of Ottawa and McGill University in Canada. Since that time, affiliations have been established with leading universities in the U.S. such as the University of North Carolina at Chapel Hill and the University of Illinois. The MIM Program also has exchanged students with the University of Wisconsin at Madison in the U.S., the University of Victoria in Canada, the Swedish School of Economics and Business Administration in Finland, EDHEC Graduate School of Management in France, the Aarhus School of Business and the Copenhagen Business School in Denmark and the Norwegian School of Economics and Business Administration in Norway, to name a few.

The Student Exchange Program provides a number of MIM students with an exceptional opportunity to spend one semester studying in another country. Students will learn about the socio-economic, commercial and cultural context in an international setting through first hand experience. The experience they bring back to the Program adds further enrichment to their MIM colleagues.

While MIM students are away for the exchange program, our partner universities send their students to us. These incoming exchange students enrich the Program by offering MIM students an opportunity to learn about business practices in different countries and by providing them with direct exposure to other cultures.

MIM students interested in the exchange study are encouraged to apply for the exchange program. Selection criteria will be based on both written examination and interview.

MIM outgoing exchange students register and pay tuition fees at Thammasat University but attend classes at the chosen foreign institution. Students will obtain a maximum of nine academic credits from their studies abroad that will be transferred to the MIM Program, in accordance with the requirements of the host universities.

At present, MIM is in the process of establishing the Student Exchange Program with more institutions, particularly universities in Australia, Canada, Japan, Europe and the U.S.
It was excellent in terms of the educational opportunities given to complement my graduate studies with really up-to-date marketing knowledge. During my stay for 1 semester, I enjoyed 4 professors/lecturers and this obviously shows the effort taken by the MIM Program to let each subject be taught by experts with profound knowledge and experience in the respective topics. But not only were the teachers outstanding, the whole learning and working atmosphere at Thammasat University and especially in the MIM was too. I was preparing with my classmates several presentations – which were often followed by tough question-and-answer sessions – so that it was actually a lively and worthwhile exchange of knowledge, approaches and ideas.

My exchange semester was of course also excellent in terms of social life. Some hopefully long-lasting friendships were established during my time in Bangkok. Worth to mention as well is the MIM administration staff. You hardly get an easier and warmer introduction to “officials” than with the MIM administration staff.

Niklas Lang : University of St. Gallen, Switzerland : Exchange Student at MIM Program, during Spring Semester 2001

The experience I had during my participation in MIM was just great. It was well organised and the lecturers were from all over the world. The MIM staff helped me never forget this time of my life. It was just like a very warm welcome which never ended.

The fellow students were incredibly hospitable, they were eager to present their country and culture, and to ensure our stay in Thailand was a rewarding and memorable one.

Just excellent! That’s my very brief statement about my time spent as an exchange student in the MIM Program.

Thorsten Luettger : University of Cologne, Germany : Exchange Student at MIM Program, during Fall Semester 2003

One of the best decisions I ever made was to be an exchange student at Thammasat’s MIM Program. My five months in Bangkok rank as one of the most rewarding experiences of my life both educationally and personally. I chose to become an exchange student because I wanted to study marketing in an international setting and I selected the MIM Program because of its outstanding reputation. I can report that the Program’s reputation is deserved. From an educational perspective, the classes were rigorous and the professors very good. What impressed me even more were the students, who I found to be extremely smart, creative, and energetic, not to mention helpful and generous to exchange students.

The Program enabled me to study marketing from a truly international perspective. By discussing marketing issues with my Thai classmates – as well as other exchange students – I experienced firsthand the role cultural differences play in influencing the success or failure of an international venture. In today’s globally interconnected world, I don’t think any business education is complete without such an understanding.

Thammasat has the added advantage of being in Bangkok, a vibrant, energetic and fascinating capital of a wonderful country. Bangkok combines history, tradition, and culture with the energy and features of a truly modern city. Thailand is a beautiful country full of wonderful people. And Bangkok’s role as a hub of southeast Asia means its also easy to travel to other countries in the region.

Everyday I think about how much I enjoyed my time at the MIM Program in Bangkok and I certainly recommend anyone considering becoming an exchange student seriously consider spending that time at Thammasat.

Andrew Barron : University of North Carolina at Chapel Hill, U.S.A. Exchange Student at MIM Program during Fall Semester 2004
It is still one of the very best memories in my life. Time has passed by, but the relationships between me and my Norwegian friends remain excellent. Studying in Norway allowed me to explore many interesting aspects of nature, life and business practices. Fun, Happiness and No limit is the term we used for describing life after class. We read books for exams under the Midnight-sun and prepared for project work below the Winter-aura. The windows for job opportunities are open more and wider in Europe. During a school job fair, a simple guy like me also had a chance to get a personal interview with senior partners of Goldman Sachs, AT Kearney, J P Morgan and Morgan Stanley. The result was amazingly positive. Another good thing is when we sat in class among other 30 nationalities, it was naturally shaping us to prepare for the international trade competition. Globalization was just there, in front of us. After coming back, classmates from Norway, Russia, Latvia, China, Spain and Africa have come to visit our country for many purposes - love, business, friendships, honeymoon, cheap beer! All of them took impressions and valuable memories back home, the same as I did from Norway.

Thank you MIM for giving me this opportunity.

MIM Exchange Student at Norwegian School of Economics and Business Administration,
Norway, during Fall Semester 2002.
Present Position: Executive Director, TukCom Co., Ltd.
Previous Degree: BBA, Marketing, Chulalongkorn University

The Exchange Program at Erasmus University was one of the best experiences in my life. Studying there, I now know a lot of friends from 25 nationalities around the world. We enjoyed many activities together such as cycling in the city, having a party at night, and traveling to other countries in Europe. These made us close to each other and I feel like the world is so small. I can travel to many parts of the world where my friends live.

The studying programs were practical to my real life as they emphasized real cases occurring in the business world and I also learned how to work with other students who have different cultures and talents from mine. We also had to present the project to outside professionals and get practical perspectives from them. After coming back, we still keep in touch and travel to each other’s country from time to time. Thanks to MIM for giving me this awesome experience.

Pornpat Wongsuppalak (MIM-XVII / 2003-2005)
MIM Exchange Student at ERASMUS Universiteit Rotterdam,
The Netherlands, during Fall Semester 2004.
Previous Degree: BBA, Finance and Banking, Assumption University,

Participating in the Student Exchange Program was another important and very enriching experience within the MIM Program for me. It completed the curriculum, making it truly international to the level of personal experience in another culture. Words, textbooks or a thousand movies could never have taught me better what America is like compared to the four wonderful months that I spent living there.

At Kenan Flagler Business School, where I spent the semester, there was an atmosphere of practicality, achievement and constant reinvention. Thus apart from many new friends, cross-cultural experience and learning in the context of very Hi-Tech business environment; there was also great opportunity for reflection. The American culture has truly changed my life in a way that it convinced me not to map my past work experience and stereotype my future career goals as we tend to do in our culture.

There is much to learn from different cultures, and there are a great many interesting countries to choose from when participating in the exchange program. I truly encourage anyone to seize it as the once-in-a-lifetime experience.

Siri-on Jaruratanaporn (MIM-XII / 1999-2001)
MIM Exchange Student at Kenan Flagler Business School,
University of North Carolina at Chapel Hill, U.S.A., during Fall Semester 2000.
Present Position: Group Product Manager, L’Oreal (Thailand) Co., Ltd.
Previous Degree: B.Sc., Economics, London School of Economics & Political Sciences

Students gain direct international exposure by participating in the Student Exchange Program.
Incoming exchange students provide the MIM community with direct exposure to other cultures and business practices in different countries.
The MIM Program fosters a learning environment conducive to the exchange of ideas and cooperative teamwork. We encourage student participation and interaction. Group projects are an integral part of many MIM classes and students benefit from the cultural, academic and professional diversity of their classmates. The challenge to learn comes from classmates as well as from the faculty, creating an exciting and productive interactive environment.

Nearly all MIM students work full time and come to class in the evening. Since the class time is from 6.30 p.m. - 9.30 p.m., there is always sufficient time for students to chat with friends or revise their lessons before the class starts. An evening meal before class is provided from 5.00 p.m. - 6.15 p.m. which creates excellent opportunities for them to socialize with each other. Many business contacts start from this point onward.

Diversity is a way of life at MIM. The professors actively encourage everyone to express their opinions, beliefs, and thoughts, and to do their best. Students will then realize that life at MIM is full of choices - from the classes they take, to the social activities that are available to them, to the friends they make. Students who participate at MIM will form rewarding friendships among the classmates, and sometimes with instructors, for the rest of their lives.

The students at MIM will learn how to manage their time - from the early hours of each day, to the end of the lecture in each class. For the MIM students, every minute counts. Time management is one of the keys to successful study at MIM.

With diverse backgrounds and experience from different industries, students learn important insights from each other during classroom discussions.
It is essential that students realize that being accepted into the MIM Program does not guarantee that they will receive a Master of Science Degree in Marketing from Thammasat University. Therefore, students must prepare for every class if they are to maximize the benefit of the education presented to them and to have the better opportunity to complete the MIM Program successfully. Being prepared for class is not optional, it is a minimal requirement of the Program. Students are required to participate in class regularly. The level of competition and workload may come as a shock for many students. Careful preparation and planning at the beginning of each course will prove to be invaluable to all students.

Many of the topics covered in class will be complex with new vocabularies and concepts that will require serious thought. To be successful, students need to read and study all pertinent material prior to class. This will allow the instructor to focus on the more complex and important subject matters. After all, anyone can read a text to obtain basic information.

Case studies are used extensively in this Program. Cases are descriptions of actual managerial situations, designed to stimulate thinking about a particular situation. Students will probably find cases to be highly engaging. The majority of cases originate outside Thailand. This is not always by choice but as a result of availability. However, the fact that the cases originate from other parts of the world does not lessen their value in Thailand. Cases are developed in the “real world” by educational professionals with the purpose of presenting them in class.

Conceptual notes and/or articles are designed as companion ‘readings’ (accompanying text and handouts) to the cases. They present analytical frameworks and/or points of view to be used in preparation. Preparation for class generally involves reading over the cases, studying the notes and ‘readings’ carefully, and finally assiduously preparing the cases with ‘readings’ in mind.

A key to learning in MIM classes lies in participation in class discussions. Each student brings a wealth of resources to class. Students are expected (indeed, obligated!) to come to class well-prepared and ready to present ideas based on analysis. An ability to present and defend ideas verbally is essential to a successful marketing career. Therefore participation in class discussion gives students a forum for honing and practicing these skills.

Class attendance is required and participation and attendance records will be strictly maintained. Regular class attendance alone does not qualify as “professional” level participation. Participation should regularly show that students are prepared for and able to initiate and successfully follow through contributions in class.

All students in the MIM Program have daytime jobs, family and social responsibilities, and traffic problems! Each of these adds pressure in performing tasks and all compete for precious time. Even though a student may feel that their own situation is unique or different, their classmates will be experiencing similar circumstances. Successful students must learn how to balance these demands and manage their time to in order to do well on the Program.
During the two years of studying, the MIM Program will arrange business visits to important local firms for the MIM students. Students will stay and work together throughout the visits which normally last a few days at a time. The teamwork is very important for these events since the visits are mainly held outside Bangkok - up in the north, or down in the south of Thailand. Students will learn from the real business practices they experience, and they will have the chance to meet and share ideas with the companies’ CEO or top management teams. In addition, students often have some spare time to create some benefit for the local community such as collecting donations for schools in the region, planting trees in a deserted forest, or making some teaching & learning materials for students in need.

Generally, students love the business visits. They not only give them knowledge of the business practices in the region but also allow them to give something back in return to the community. In addition, each visit tends to bind the MIM students together more and more - they become a more unified and stronger family as time passes - a magnificent outcome that they will be talking about for years to come!

One of the Program’s objectives is to broaden the students’ horizons and perspectives through international channels. Therefore, each year overseas business trips are arranged to serve this purpose. Annually, in April-May when most people are entitled to many “days off”, the MIM Program will take its students on overseas trips to countries in Europe such as France, Austria, Czech Republic, Switzerland and also to the U.S.A. Each trip will take around 5-7 working days. Students enjoy the trips immensely as they have the unique chance to observe how a particular business is effectively managed in another part of the world.

Students also enjoy being in a foreign country where they will stay, travel, and spend their time learning to adjust to a new environment and different culture. A positive experience and a fond memory that will stay with them forever.
Networking Activities

Most MIM students spend their weekends discussing the case studies or working on their group assignments. This has formed a good network among the students which often remains intact even after they complete their student life. Students often hold their meetings at the Faculty building even on weekends since the University is considered to be “the center” for them. All facilities are on hand or within easy reach. Very often the students stay on campus as late as midnight during the exam season: a common phenomenon for all MIM students!

When it comes to extra-curricular activities on campus, there is something for everyone at “Thammasat Tha Prachan”. Jogging along the tracks in the University football ground is popular with many students as well as the cultural events and annual festivals held at the nearby Sanam Luang. These include the Thai Sports Exhibitions or the dance performances that capture the attention of students, passers-by and people in the community. For those who enjoy peace and quiet, there are the picturesque gardens in the University by the bank of the Chao-Praya River in which students can sit reading books, or just soaking up the sunshine on a lovely afternoon.

There are many more activities to bond students together. Throughout the year, students arrange several parties after classes finish, at which students can meet and talk leisurely with their professors. MIM students also meet and get to know more friends from overseas. There are large number of exchange students joining each class in different semesters, based on the exchange contracts with MIM’s network institutions which are scattered all over the world. This phenomenon is unique and enhances the international learning opportunities for students.

Each year, the second-year students hold a welcoming party for their freshmen. The parties always end with fun and have become the “norm” at MIM. Students get a chance to socialize with new friends from other classes, as well as the alumni who always join in these activities.

Once relationships are formed amongst students, they will remain with them, in terms of long-lasting friendships, better visions for their lives, and more opportunities throughout their careers.

Those who share in student life at MIM will form rewarding friendships among their classmates, seniors, and professors, for the rest of their lives.
The Campus

The main campus of Thammasat University at Tha Prachan was founded in 1934. This campus houses several faculties including the Faculty of Commerce and Accountancy. All newly established faculties are located at the new campus “Thammasat University Rangsit Center at Rangsit” which was founded in 1986, located on Phaholyothin Road, about 40 kilometers, north of Bangkok.

The “Thammasat Rangsit”, as is frequently called, was a major location to host the 13th Asian Games held in December 1998. However, the MIM Program is conducted at the main campus Tha Prachan. Since the main campus is situated in the old part of Bangkok surrounded by tourist attractions such as the Grand Palace, Temple of the Emerald Buddha, National Theatre and National Museum, the University campus is frequently visited by people from all parts of the world.

Computer Center

The facilities of the Computer Center, located on the second floor of the Faculty of Commerce and Accountancy, are available for students doing coursework and research. The Computer Center is equipped with a broad range of research and teaching oriented software and offers facilities in all major computer languages.

Students must apply for membership with the Computer Center in order to obtain the personal code to be used when obtaining services/facilities in the Computer Center.

Advance reservation for using services/facilities in the Computer Center is recommended. For more information of using the Computer Center please call (66-2) 226-4513.
Facilities

Library
The Faculty of Commerce and Accountancy has two libraries for its students: the Faculty’s Main Library and Professor Sangvian Indara-Vijaya Library, simply known as Sangvian Library.

The Faculty’s Main Library hosts a large collection of textbooks in marketing and business administration while Sangvian Library has many varieties of world-class periodicals and journals covering the same topics. Both libraries are located on the fourth floor of the Faculty of Commerce and Accountancy.

Other resources in both libraries include working papers from other business schools, newsletters from banks, investment advisory companies, and other organizations. Computerized data base searching is also available.

Students must apply for membership with the Faculty’s Main Library to be entitled to all the services from both Faculty’s libraries. With the Faculty library card, students will be automatically entitled to use the services from other faculties’ libraries. More details of both libraries can be obtained by calling (66-2) 224-1339 or (66-2) 613-2265.

Thammasat University Bookstore
Thammasat University Bookstore caters to the needs of students and the public by providing books and stationery at low cost. Included in the list of books sold at the store are journals, research publications, newspapers, magazines, novels and children’s books. It also sells gifts, souvenirs and other necessary educational supplies. Photocopying, book binding, film developing and report typing are available at the bookstore as well. For more details please call (66-2) 613-3892.

Food Services
MIM caters a light meal for students before every class. For normal weekdays, meals are available from 5.00 p.m. – 6.15 p.m. A coffee break during each class is also provided, normally during 8.00 p.m. – 8.15 p.m.

The meal time is a social occasion for the MIM students to meet their friends or discuss their group work before class. It is also a good chance to talk to their instructors who sometimes join the students for a meal and coffee. This interaction is unique to the MIM Program.

Accommodation
The limited space of the main campus does not permit the University to organize student housing on campus. However, there are a variety of housing options in the area. Most apartments will simply consist of an air-conditioned room, containing a bed and dresser and an attached bathroom.

Foreign students can choose to live in an apartment with a river view for only a couple of hundred US dollars a month. The Office of International Affairs can provide a list of commonly used apartments and help students locate suitable accommodation.

Orientation tours of the main campus and other places of interest in and around Bangkok, are available for foreign students.
Charms of the Old City

Bangkok was founded as the Capital of Thailand in 1782 by King Rama I. As the full name of the Capital is very long, probably the longest name of any capital city in the world, Thai people have shortened it to “Krung Thep” which means the “City of Angels”. Thus Krung Thep is the common name of the Capital for Thai people while Bangkok is a more familiar name for international visitors.

Bangkok is located on the east bank of the Chao-Praya River. The University is situated at a point at which the river bend forms a loop to create almost an island - the so-called “Rattanakosin Island” which has at it’s heart the “Grand Palace” surrounded by various important places of interest. The Grand Palace was the home of King Rama I and it was the center of old Bangkok. The word “Rattanakosin” is part of the long, full name of the Capital which means “Indra’s Jewel”.

Although no longer used by the Royal Family as a home, the Grand Palace has been a glorious symbol of Bangkok for a long time. Inside the grounds of the Grand Palace, there stands the “Wat (Temple) Pra Kaew” or “Temple of the Emerald Buddha” which historically served as the exclusive temple in which royalty performed their religious ceremonies. The magnificent decoration and distinctive architectural styles of the Temple of the Emerald Buddha are without comparison and have captured the wonder and attention of visitors from all over the world.

Near the Grand Palace is “Wat Pho” or “Wat Pra Chetupon”. This temple was built during the reign of King Rama I as the Buddhist Training Institute. Now, Wat Pho is famous for the “Reclining Buddha Image” and also the site of a college for Thai medical therapy such as the teaching of Thai traditional massage to the public.

Next to the Grand Palace, there is a vast rectangular area of lawns surrounded by neat rows of tamarind trees, called “Sanam Luang” which means “the ground used for the royalties”. Although Sanam Luang is no longer confined to royal use the name still remains but in the context of “the people’s place” as it is now a public open space for the use of the people and the site for numerous national events and celebrations.

On the other side of Sanam Luang, there are three important places of interest which regularly attract tourists all year round: the National Theatre and National Museum, and just across the street from the National Theatre, is situated the National Gallery.

When King Rama I was first on the throne, the “Wang Na” or “Front Palace” was built, as the official residence for his younger brother who at certain times shared the throne as the second King. For convenience, the Front Palace was built near the Grand Palace and opposite to Sanam Luang. The land on which Thammasat’s main campus is situated was once the palace compound of the second King.
Getting to the Campus

The main road heading for Thammasat’s main campus is “Rajadamnern Avenue” which has played its role in many political changes in the country. The main entrance to Thammasat’s main campus is next to the National Museum. Access to Thammasat by car can also be made through the “Tha Pra-arthit” Gate. The Tha Prachan Gate is only for walk-in students and visitors.

Having the advantage of being located on the bank of the Chao-Praya River the University can be conveniently accessed by the public express boat service which runs frequently. The boat journey from Thammasat to the business area e.g. Sathorn and Silom Roads takes approximately 25-30 minutes. During the boat journey, passengers can enjoy the scenery of canal life off the Chao-Praya River and will pass by some places of interest on the west bank of the Chao-Praya such as the renowned “Temple of Dawn” and “Sriraj Hospital”, which is the country’s first and biggest general hospital and also rated as one of the most advanced medical colleges in the Asia region.

There is a saying that people who get lost or do not know which direction to take in Bangkok usually come to begin their routes at Sanam Luang - ‘the people’s place’ - since it is an easy landmark to find. Wherever one stands in Sanam Luang, one cannot miss Thammasat University- ‘the University for the People’ - easily spotted by the unique steep green tiled roof top of its Main Auditorium. Thus Thammasat University has been very close to the heart of the people of Thailand and its visitors for over 70 years.

MIM classes are held at Thammasat’s main campus which is surrounded by many cultural landmarks. The National Museum is next to the University and the Grand Palace is five minutes away.
MIM students automatically become members of the alumni network on arrival at MIM.
Does the MIM Program succeed in its mission to develop leaders in marketing? Over 2,000 of our alumni, working in numerous companies throughout the country, are proof that it does.

The MIM’s graduates are living advertisements for the quality of the Program, not only through their considerable accomplishments but also because of the enthusiasm they express for their experiences while studying at MIM.

As a group, MIM alumni exhibit the kind of leadership and intellectual growth that characterized their time at the MIM Program. Indeed, the MIM’s graduates have successfully engaged themselves in marketing careers in nearly every type and size of business.

There is a less formal but no less real bond among graduates and current students and the MIM Program. This bond is a special one. Many alumni donate their time and professional expertise through teaching special topics to MIM classes or being advisors for some project work done by the present students. One graduate of MIM said that “I feel that no matter what type of business I am in or wherever I go I stand a good chance to meet MIM alumni, and they are so helpful, always nice and happy to help the younger generations of MIM”.

An MIM alumni association is now being formed by a group of former students. However, this emerging association has already arranged several activities on behalf of the alumni, e.g. a golf tournament, a reunion party, a bowling contest and some other social get-togethers. More interesting and worthwhile activities are to be arranged as soon as the group have formed a more solid and permanent association.
The MIM Mantra: work hard, play hard.
The MIM admissions committee truly takes a genuine personal interest in every potential student. They care about the unique qualities of each applicant, and how that person will be able to contribute to its community. And the best part is - this is indicative of MIM itself - the interests in you doesn’t stop once you get there. They all make the effort to get to know you on a personal level. It’s a major reason why MIM is such a vibrant place. I couldn’t have made a better choice for my Master’s study.

Jakravudh Xumsai Na Ayudhaya
(MIM-X / 1997-1999)
Previous Degree: BBA, Marketing, Thammasat University

Most people came to school to get an education - I came to school hoping to get to know interesting people, network with peers, and meet future business partners. Only half of the learning is in the classes, the rest is working in teams. Here, I’ve found a diverse group of smart, well-rounded people who are not afraid to speak up and share their ideas. Networking with peers having such diverse backgrounds and positions opened my perspectives on industries I would never have thought of.

Wuthichai Luangamornlert
(MIM-XVI / 2002-2004)
Present Position: Managing Director, Amornphant Nakorn-Siam Park Co., Ltd.
Previous Degree: B.Sc., Business Economics, Salford University, England
M.Sc., Finance, Chulalongkorn University

MIM is the top quality academic program in marketing, a wonderful program for anybody who wants to be a leader in the marketing field. Its curriculum enhances my comprehension of the integration of different marketing mixes and strategies. I learned a great deal in how to work more effectively, and developed my understanding of what it takes to be an effective marketer in a rapidly changing environment. MIM has been a real eye opener for myself.

Thitaphon Boonprasit
(MIM-XII / 1999-2001)
Present Position: Sales Development Manager - Inkjet Supplies, IPG Asia Pacific and Japan
Previous Degree: BBA, Finance & Banking, Assumption University
The MIM Program at Thammasat University is highly selective. Each year we enroll a class of about 80 individuals. All are distinguished by academic performance and high potential to become successful senior-level managers, from a wide range of backgrounds and experience. We want students whose academic background, work experience, leadership abilities, and communication skills meet the demands of the Program and promise a successful marketing career.

Applicants must hold at least an undergraduate degree from accredited institutions. Some years of working experience will be an advantage though not a requirement.

Applicants have to show satisfactory performance in the English language by taking the Thammasat University Graduate English Test, simply called TU-GET. This TU-GET can be exempted if applicants possess the TOEFL scores of minimum 550 (paper-based test) or 213 (computer-based test), or the IELTS scores of minimum 6.5, when applying for the Program. Applicants also must take the MIM’s written examination, conducted in the English language, which includes:

- **Part I : Multiple-choice examination** similar to GMAT style (only the problem-solving, data-sufficiency, and critical-reasoning parts) and
- **Part II : Written-essay examination** related to general knowledge in business/marketing.

Candidates who pass the written examination will be interviewed by the MIM Board of Directors. The purpose of the interview is to assess the candidates’ personal and professional characteristics. Candidates will be evaluated on their managerial potential, their professional and leadership achievement to date, and capability of making a two-year commitment to the MIM Program. The Program also looks for the diversity of students in terms of educational and professional experience, gender, personal experience, and goals.

“I only have great things to say about the MIM admissions process. The management team took time to get to know me, to find out who was behind the resume, the interviews and the scores.”

— Suraphab Manavanitkul (MIM-X / 1997-1999)
Technical Crew / Instructor, Thai Airways International PCL.
Overseas applicants for whom English is not a native language can apply for the Program by submitting their TOEFL and GMAT scores achieved within the last two years (up to the date of entering the Program) to the MIM Office. Overseas applicants whose qualifications meet the admissions requirements will be tele-interviewed by the MIM Admissions Committee.

Qualifications of MIM Candidates
An MIM candidate must possess qualifications as follows:

- Bachelor’s degree in any field
- A few years of working experience after completing a bachelor’s degree is preferable
- Knowledge of the English language at a satisfactory level

On-line Admissions Procedure
The MIM application forms are available on-line through the MIM web site www.bus.tu.ac.th only. Any candidate who wishes to apply for the MIM Program must follow the steps given:

- Key-in the information needed in the MIM application form through the web site www.bus.tu.ac.th
- Submit the complete application form (on-line submission only)
- Send all the required documents to the MIM Office (see address at the back cover) by post or by hand.

The list of candidates entitled for the MIM Entrance Examination will be announced through the web site www.bus.tu.ac.th around the second week of December. Please note that the payments for the application form and submission fee will also be made via the on-line procedure.
Admissions Requirements

After submitting the application form to us via the web site www.bus.tu.ac.th, candidates need to send the following documents to the MIM Program, either by post or by hand:

1. Undergraduate Record

Candidates can hold a bachelor’s degree in any major. Candidates should provide final transcripts verifying that they have received an undergraduate degree from a certified institution. Submissions in photocopy form must be signed and certified.

2. Proof of English Proficiency

Three forms of proof of English language ability are acceptable. Candidates may choose to submit the Thammasat University Graduate English Test (TU-GET)* results or the TOEFL scores, or the IELTS scores. The TU-GET is arranged by the Language Institute of Thammasat University and normally will be available 4-5 times per year. We require no minimum of the TU-GET scores for entry in the MIM Program. The minimum TOEFL scores required by the MIM Program is 550 for paper-based test or 213 for computer-based test, and 6.5 for IELTS. Submission in photocopy form must be signed and certified.

*For more information of the TU-GET, please contact the Language Institute of Thammasat University at tel. (66-2) 223-3758-9.

3. Letters of Recommendation

Two letters of recommendation for further evidence of qualifications are required in order to join the Program. A blank form of recommendation letters can be downloaded from the web site www.bus.tu.ac.th.

4. Photographs

Three 4 cm. x 5 cm. photographs are required for student records and filing. Photographs must not be more than 6 months old.
The MIM Open-House which includes a video presentation, questions and answers on the curriculum, student life, etc. will also be held to provide an opportunity to meet MIM alumni and current students. Please contact the MIM Office if you wish to attend the open-house session which will be held annually. Reservations should be made in advance. Admission to the Open-House is free.

The MIM Office is open Mondays to Fridays from 9.00 a.m. - 6.00 p.m. Interested candidates are welcome to visit the campus and observe a class. Please contact the MIM Office for more details.

For more information please contact tel. (66-2) 222-1331, (66-2) 223-9983, (66-2) 613-2240 or E-mail: tu-mim@tu.ac.th.

Acknowledgement of the receipt of documents submitted to us will be made by the postal service.

**Tuition & Fees**

Total expenses for the entire two-year MIM Program (including the preparatory course) are approximately Baht 470,000. The tuition fees are inclusive of textbooks, teaching materials, computer service, meals, orientation, simulation games, study visit and business trips within Thailand. The tuition fees are divided into six installments and must be paid to the University prior to the beginning of each semester.
Student Characteristics

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Average Age (years) 28
Age Distribution (years) 22-45
Average Working Experience (years) 6
Women 60%
Men 40%
Working Full Time 95%

Age Distribution

- 22-24: 6%
- 25-29: 50%
- 30-34: 22%
- 35-39: 17%
- 40-44: 5%

Undergraduate Universities

- Thammasat: 22%
- Chula: 20%
- ABAC: 10%
- KMIT: 5%
- Kaset: 5%
- Mahidol: 8%
- Other: 12%
- Abroad: 18%

Undergraduate Majors

- Business Administration: 25%
- Marketing: 10%
- Art & Social Sciences: 30%
- Natural Sciences: 20%
- Engineering: 15%
- Other: 10%
Welcome
to contact us anytime

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Master's Degree

Program in Marketing

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