

Bachelor of Business Administration in Marketing

Study Plan

#	Semester 1	Semester 2
1	IGE101 English for Communication I 3 (3-0-6)	IGE102 English for Communication II 3 (3-0-6)
	IGE108 Psychology for Living (or IGE107 or IGE110) 3 (3-0-6)	IGE109 Sufficient Economy and Quality of Life 3 (3-0-6)
	IGE231 Art of Life Development (IGE233 or IGE232 or IGE234) 3 (3-0-6)	IGE421 Rhyth. Act. and Ballroom Dancing (or IGE419 or IGE420) 1 (0-2-2)
	IGE115 Contemporary Mathematics 3 (3-0-6)	ICP205 Computer Applications in Business 3 (2-2-4)
	IGE117 Info. Technologies in Digital Age (or IGE116 or IGE118) 3 (2-2-6)	IBA106 International Business 3 (3-0-6)
		IMA201 Business Statistics 3 (3-0-6)
	Total 15	Total 16
2	IGE103 English for Communication III 3 (3-0-6)	IGE104 English for Communication IV 3 (3-0-6)
	IAC200 Financial Accounting 3 (3-0-6)	IEC200 Principles of Economics 3 (3-0-6)
	IMK201 Principles of Marketing 3 (3-0-6)	IMK225 Product Innovation and Mgmt. 3 (3-0-6)
	IMG200 Principles of Management 3 (3-0-6)	IMK226 Pricing Strategy 3 (3-0-6)
	IMG204 Production and Operations Mgmt. 3 (3-0-6)	IMK310 Marketing Channels 3 (3-0-6)
	IMK220 Consumer Behavior Insight 3 (3-0-6)	IMG313 Cross-Cultural Studies for Mgmt. 3 (3-0-6)
	Total 18	Total 18
3	IGE107 English for Business Communication (or IGE105 or IGE106) 3 (3-0-6)	ILA315 Taxation 3 (3-0-6)
	IBA300 Quantitative Business Analysis 3 (3-0-6)	IMG303 Strategic management 3 (3-0-6)
	IFB301 Business Finance 3 (3-0-6)	IMK325 Service Marketing 3 (3-0-6)
	ILA214 Business Law 3 (3-0-6)	IMK326 Digital Marketing 3 (3-0-6)
	IMK304 Marketing Management 3 (3-0-6)	IMK403 Marketing Research 3 (3-0-6)
	IMK308 Integrated Marketing Communications 3(3-0-6)	** Major Elective Course 3
	Total 18	Total 18
4	ICP405 Management Information Systems 3 (3-0-6)	** Major Elective Course 3
	IMK481 Seminar in Marketing 2 (2-0-4)	** A Free Elective Course 3
	IMK482 Special Project in Business Mkt. 1 (0-2-6)	or
	** 2 Major Elective Course 6	** Cooperative Education in Management 6
	** A Free Elective Course 3	
	Total 15	Total 6

as of 2016 academic year