



มหาวิทยาลัยอัสสัมชัญ (เอแบค)
ASSUMPTION UNIVERSITY
Educating Intelligences and Active Minds to Change the World

หลักสูตรภาษาไทย



Executive Training Program Business Intelligence and Marketing Research + AEC and Marketing Planning

Batch # 11: 22 November 2014 - 28 March 2015

Batch # 12: 23 May 2015 - 5 September 2015

Every Saturday from 9.00 - 16.00



Faculty of Science And Technology
Assumption University (ABAC) and
Thailand Marketing Research Society (TMRS)

Business Intelligence and Marketing Research + AEC and Marketing Planning

“ The Business Intelligence & Marketing Research Program is designed for executives who want to learn of the latest research tools and techniques used for business strategies and planning

Who Should Attend?

Want to become professional in
marketing research, strategic
planner / consultancy

Want to gain more knowledge on how to
apply marketing research tools

Want to improve in business
management strategy ”

Assumption University of Thailand

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THAILAND MARKETING RESEARCH SOCIETY

952 Ramaland Building, 15th Floor, Rama IV Road, Bangrak,
Bangkok 10500. Thailand.
Contact: Khun Urairat (e-mail: urairat-p@th.intage.com or info@tmrs.or.th)
Tel. (66) 02 632 8630-6 Ext. 125, Fax: (66) 02 632-8643
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Some said marketing and research don't go along together. After completing the class, I realize that this class help me understand target group, the real nature and the behavior of my targets, by studying and observing them. Having the knowledge of research, I can look into thing differently and deeply. Take it for yourself and you'll know what I'm talking about.



Piyavadee Siriwan (NUII)
Executive Marketing Manager
True Visions (Gsquare)
(Batch I)

I do enjoy the course not only studying from the GURU but also learning from my friends



Wiwadh Kengthanomsak
Assistant Manager
McGraw-Hill International
Enterprises INC
(Batch I)

This course enhances me to have better understanding in market research and the gained knowledge is quite practical to use in the job



Nithra Kittisamuth
Corporate Marketing
Division Manager
Betagro Group
(Batch II)

"Beyond my expectation" At first, I do not have any background in marketing research before then I do not hope too much. However after I have finished the course, my research knowledge and research analysis's skill have much improved and I do enjoy the course. The strength of the course is balancing between theories and practices. Thank you all GURU Krub.



Nithat Sirjarupaiboon
Division Manager
Samitivej Public Company Limited
(Batch III)

An excellent curriculum is by combining a practical knowledge in market research. The class is not only encourages students to obtain theoretical knowledge in simple language, but also utilizes a series of exercise to maximize our understanding of real-life research challenges.



Suphasit Taranakul
Marketing Intelligence Manager
Thai Asia Pacific Brewery Co. Ltd.
(Batch III)

I have been working for 25 years in food industry and BI # 4 had really inspired me with the modern marketing.



Sommai Janngoon
Vice President
Multinational Accounts
NUTRIX Public
Company Limited

What impressed me was the way the course is being organized. The lecturers and class mates were very warm, helpful and friendly. As an old fashion person I have learn many new things from the course, I am now on Facebook and Twitter!

I would recommend you to attend The Business Intelligent Course and be part of the "family" as the organizer will provide a continue, ongoing education within a friendly BI Community.

I have learned various applications of research tools and methodologies in real business. Now some of these methods become our best practices and innovations in SCG.



Dr. Jaran Sabserree
Executive Consultant
The Siam Cement PLC

"The Art and Science of Winning the Business War"

Know yourself, know your competitions,
and importantly know the business battle field.

Course Information

Part I Marketing Knowledge + AEC for Competitive Advantage (39 hours)

- 1.1 Consumer Behavior
- 1.2 Consumer Insight for business success
- 1.3 IMC and Branding
- 1.4 Brand, Pricing and U&A Research
- 1.5 Strategic Marketing
- 1.6 Business Psychology
- 1.7 Managerial Economic
- 1.8 Innovation Management & Marketing Research
- 1.9 Research Proposal & Budget Planning

Part II Qualitative Research: Workshop and Analysis (18 hours)

- 2.1 Qualitative Research Concepts
- 2.2 Modulation Concepts and Interpretation
- 2.3 Workshop and Focus Group Report

Part III Quantitative Research: Workshop and Analysis (39 hours)

- 3.1 Quantitative Research Concepts
- 3.2 Intro to Statistics & Statistical Package
- 3.2 Intermediate Stat & Package
- 3.3 Segmentation by Factor Analysis & Cluster Analysis
- 3.4 Satisfaction Analysis by Regression & Discriminant Analysis
- 3.5 Brand Analysis by NeedGap & Brand Pyramid Analysis
- 3.6 Trade-off Analysis & Brand Mapping by Correspondence & Conjoint Analysis
- 3.7 Marketing Research Planning and Workshop

Part IV Marketing Planning and Workshop (9 hours)

- 4.1 Marketing Planning and Workshop
- 4.2 Group Presentation

Total 105 Hours

Admission Information

Course period :

Batch # 11: 22 November 2014 - 28 March 2015

Batch # 12: 23 May 2015 - 5 September 2015

Class Hour : (Lecture) every Saturday 9.00 - 16.00
: (Lab+Workshop) every Sunday 9.00 - 16.00

Venue: Assumption University (Huamark Campus)

Number of Participants: 10 participants

Qualification For Admission

- Bachelor degree
- (Mostly lectures are in Thai language.)

Qualification for Graduation

- Require Minimum 80% Class Attendances
- Receive Pass Grade for Group Workshop & Presentation

Admission & Payment Period

Batch # 11: Now - 15 November 2014

Batch # 12: 22 November - 15 May 2015

Admission Fees

49,900 THB per person (Exclude VAT 7%)



Executive Training Program Business Intelligence and Marketing Research + AEC and Marketing Planning

Keynote Speakers



Khun Sanchai Thiewprasertkul
Marketing Director, Teleinfo Media Public Company Limited



Khun Viriya Vorakittikun
President, CSN & Associates Co., Ltd.



Khun Dangjaithawin Anantachai
Coo' Managing Director, Intage (Thailand) Co., Ltd.



Dr. Surapit Promsit
President, Bangkok Training International Co., Ltd. (BRT)
Advisory Committee (International Affairs) to the Speaker of
the House of Representatives, Thailand



Asst.Prof. Dr. Kriengsin Prasongsukarn
Director, Center for Marketing Intelligence Research,
Graduate School of Business, Assumption University



Dr. Arpapat Boonrood
Managing Director, TNS Thailand



Khun Bangorn Suwanmongkol
Senior Vice President, Brand and Market Management
Allianz Ayudhya



Dr. Suwanna Kawathanakul
Chairperson of Marketing Department, Assumption University



Asst. Prof. Dr. Vikanda Pornsakulvanich
Faculty of Management, Assumption University



Asst. Prof. Dr. Jirayut Poomontre
Assistant to the Dean for External Affairs
Chairperson of Business Data Analysis,
Faculty of Science and Technology, Assumption University



Dr. Papar Kananurak
Department of Business Data Analysis, Faculty of
Science and Technology, Assumption University



Khun Chalit Manipalviratn
Associate Director, Marketing Support Co., Ltd.



Dr. Punlualuck
Deputy Chairperson, Department of Marketing,
Martin de Tours School of Management and Economics,
Assumption University



Dr. Ing Wei Huang
Chairperson Department of Business Economic,
Assumption University