

หลักสูตรภาษาไทย



Executive Training Program Business Intelligence and Research

Batch #2 (Jan – May 2010)

Batch #3 (July – Nov 2010)

Every Saturday 9:00 – 16:00



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

“ 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)



“ Further Study direct with the GURU, I also get knowledge from my friends that study in this course.”



Wiwadh Kengthanomsak
Assistant Manager
McGraw-Hill International Enterprises INC



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Business Intelligence and Research

“ The Business Intelligence & 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”