

# Young Executive Training Program



**Class Hour : Every Saturday 9:00 – 16:00**

**Venue : Assumption University, Hua Mak Campus**

**Number of Participants : 20 Participants**

**Qualification for Admission:**

- Bachelor Degree or equivalent from an accredited institution in any field

**Admission & Payment Period: From now until the course begin**

Course	Course Period	Admission		Fees (Exclude VAT 7%)
		Batch # 1	Batch # 2	
<b>I. Marketing &amp; Research Models (48 Hours)</b> - Consumer Behavior - U&A Research and Satisfaction Research - Business Psychology - Strategic Marketing - Modern IMC & CRM - IMC Research and Model - Brand Management - Brand Research & Model	9 Jan. – 27 Feb. 2010	3 July – 21 August 2010	19,920	
<b>II. Quantitative Research Concepts &amp; Workshop (18 Hours)</b>	6 – 21 March 2010	28 August – 11 September 2010	7,200	
<b>III. Multivariate Analysis &amp; Workshop (18 Hours)</b>	27 March – 17 April 2010	18 September – 2 October 2010	9,900	
<b>IV. Data Mining &amp; Workshop (12 Hours)</b>	24 April – 1 May 2010	9 – 16 October 2010	6,600	
<b>IV. Qualitative Research (18 Hours)</b>	8 May - 16 May 2010	30 October – 7 November 2010	9,900	

**MORE INFORMATION AT**  
<http://www.scitech.au.edu> | <http://www.tmrs.or.th>

## Keynote Speakers

-  Khun Viriya Vorakittikun  
President,  
CSN & Associates Co., Ltd.
-  Dr. Sasiwimon Smittipatana  
Country Director  
Acorn Marketing & Research Consultants Co., Ltd.
-  Khun Dangjaitawin Anantachai  
Managing Director  
Research Dynamics Co., Ltd
-  Dr. Kriengsin Prasongsukarn  
Managing Director  
Inspire Research Co., Ltd
-  Dr. Arpat Boonrod  
Associate Research Director  
InsightAsia Market Research Co., Ltd
-  Khun Intira Busayanont  
Deputy Director, Head of Marketing Research Department  
True Corporation Public Company Limited
-  Khun Yada Sareesavetrat  
Senior Research Executive - Quantitative  
Millward Brown Firefly Co., Ltd.
-  Khun Alisara Charinsarn  
Independent Consultant  
Part-Time Lecturer
-  Khun Medhee Jarumaneeroj  
IMC Senior Manager  
Procter and Gamble (P&G), Thailand
-  Asst. Prof. Dr. Preecha Vichithamaros  
Director of NIDA Consulting Center  
National Institute of Development Administration(NIDA)
-  Dr. Noppadon Kannika  
Director, ABAC POLL Research Center  
Assumption University
-  Dr. Suwanna Kowathanakul  
Chairperson of Marketing Department  
School of Management, Assumption University
-  Asst. Prof. Dr. Vikanda Pornsakulvanich  
Marketing Department, School of Management  
Assumption University
-  Asst. Prof. Dr. Jirayut Poomontre  
Business Data Analysis Department  
School of Science & Technology, Assumption University

### FACULTY OF SCIENCE AND TECHNOLOGY

#### Assumption University of Thailand

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**Khun Kanokporn (Aom)**

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### THAILAND MARKETING RESEARCH SOCIETY

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