

Course Equivalency - Curriculum 2552

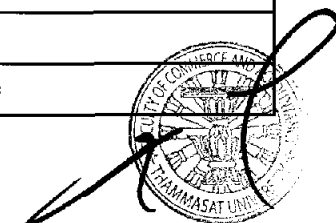
National University of Singapore, Singapore

Code	Exchange University	Code	Thammasat University
MNO 2302	Human Resource Management	HO 310	Human Resource Management
MKT 3402	Consumer Behavior	MK 311	Consumer Behavior
MKT 2401A	Asian Markets and Marketing Management	MK 312	Marketing Management
MKT 2413	Marketing Research	MK 314	Quantitative Research in Marketing
MKT 3418	Product and Brand Management	MK 321	Product and Brand Management
DSC 3222L	Dynamic Pricing and Revenue Management	MK 322	Pricing Management and Marketing Profitability
MKT 3420	Promotional Management	MK 331	Integrated Marketing Communications
MKT 2411	Retail Entrepreneurship	MK 342	Retail Management
MKT 3416	Business-to-Business Marketing	MK 351	Business-to-Business Marketing
MKT 3412	Services Marketing	MK 352	Services Marketing
MKT 4411	Marketing Strategy	MK 412	Marketing Strategy and Policy
MK 2412	Global Marketing	MK 423	Global Marketing Strategy
MKT 4415B: SIM:	Advanced Marketing Mgmt: Cases and Simulation	MK X9X*	Special Topics in Marketing X*

* MK 391 Special Topics in Marketing 1 or

MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or

MK 491 Special Topics in Marketing 4



APPROVED
 By BBA at 2:12 pm, Aug 21, 2013

National University of Singapore (Singapore)

Code	Exchange University	Code	TU 2552 New
FIN 3103	Financial Markets	FN 211	Financial Markets
BSP 2005	Asian Business Environments	IB 422	Comparative Business Systems

