

MBA

Master of Business Administration in Digital Marketing and Analytics

Unlock global opportunities with a unique international education experience

The MBA in Digital Marketing and Analytics is a joint programme between Silpakorn University International College (SUIC) and Paris School of Technology & Business (PSTB), France. This prestigious double degree is globally recognized and can also be completed within 1.5 years.

PROGRAMME HIGHLIGHTS

- Duration: 1.5 years (4 semesters)
- Medium of Instruction: English
- Core Courses: Tech Marketing, Web Marketing, E -Commerce, Customer & Marketing Insights, Professional Capstone
- Electives: UX/UI Design, Artificial Intelligence, Social Media Strategy, Innovation Management
- Final Project: Thesis or Independent Study with real-world applications

PROGRAMME HIGHLIGHTS

- ✓ Double Degree Advantage – Earn an MBA from Silpakorn University and a Master's in Marketing Analytics from Paris School of Technology & Business, France.
- ✓ Global Perspective – International curriculum delivered in English with cross-cultural collaboration and global academic exposure.
- ✓ Cutting-Edge Curriculum – Specialized focus on digital marketing, data analytics, AI, e-commerce, and social media strategy.
- ✓ Industry-Relevant Skills – Strong emphasis on data-driven decision-making, ethical marketing, and innovation aligned with global market demands.
- ✓ Dynamic Career Pathways – Preparation for leadership roles in areas such as Digital Marketing Management, Data Analytics, CRM Management, and Strategic Consulting.

TUITION FEES FOR THE ENTIRE COURSE

Items	Year 1			Year 2	Grand Total
	Semester 1	Semester 2	Summer	Semester 1	
Tuition Fees	150,000	150,000	150,000	150,000	600,000
Institution fees	4,500	4,500	4,500	4,500	18,000
Total	154,500	154,500	154,500	154,500	618,000



ADMISSION REQUIREMENTS

Bachelor's Degree in any field, or relevant professional experience.

English Proficiency (test taken within 2 years):

- TOEFL iBT ≥ 72 or ITP ≥ 543
- IELTS ≥ 5.5
- TOEIC ≥ 785
- Oxford Online Placement Test ≥ 61
- Cambridge English ≥ 160
- CU-TEP ≥ 70
- Silpakorn STEP (B2 CEFR or higher)
- SUIC English Proficiency Test (Pass)
- Other proof of proficiency as approved by SUIC.



For Further Information
Please Contact:

☎ (+66) 02-639-7521-3

🌐 <https://suic.su.ac.th>