



**INTEGRATED MARKETING COMMUNICATIONS (IMC) “CONNECTING
UNIVERSITY AND STUDENTS”**

**A CASE STUDY ON INTERNATIONAL MASTER IN BUSINESS ADMINISTRATION
(IMBA) DEPARTMENT OF SIAM UNIVERSITY**

MR. ARJUN PAUDEL

ID 5317190021

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION (MBA),

GRADUATE SCHOOL OF BUSINESS, INTERNATIONAL PROGRAM,

SIAM UNIVERSITY

ACADEMIC YEAR 2013



Graduate School of Business

Siam University

Bangkok, Thailand.

Marketing Management

Master of Business Administration

Title: Integrated Marketing Communications (IMC) “Connecting University and Students”
A Case Study on International Master in Business Administration (IMBA) Department
of Siam University

Author: Arjun Paudel
Student ID: 5317190021

This independent study has been approved to be partial fulfillment of the requirement for the
Degree of Master of Business Administration in International Program.

Advisor.....

Dr. Vijit Supinit

Dean of Graduate School of Business, MBA

Siam University Bangkok, Thailand.

Date.....