

Course Equivalency - Curriculum 2552

Paris Graduate School of Management, France

Code	Exchange University	Code	Thammasat University
	How to set up a Business In Asia	IB 499	Individual Study
MK 433	Consumer Behavior	MK 311	Consumer Behavior
MK 432	Brand Management	MK 321	Product and Brand Management
	Branding for Luxury Products	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

