# MSc International Marketing

RSU | STUDY ABROAD JOINTMASTER BY RSU STUDY ABROAD — ROBERT GORDON UNIVERSITY ABERDEEN



**Only 1 Year Joint Master Programme**
**Trimester 1 @RSU, Thailand + Trimester 2 & 3 @RGU, UK**

## Study Plan - Course Modules

QAA Scotland — UK Quality Assured

**Trimester 1 : Pending @RSU Tower**
- Research Methodology for Digital Business
- Advanced Digital Marketing
- International Marketing Communication and Media Management
- Digital Entrepreneurial Finance

**Trimester 2 : Pending @RGU**
- Strategic Digital Communications
- Marketing Strategy
- Consumer Branding

**Trimester 3 : Pending @RGU**
- Dissertation

CIM The Chartered Institute of Marketing

***Please note : some modules may be subject to change due to unforeseen circumstances.***

## Admission Calendar

| | |
|---|---|
| Application deadline | 30 Nov 2026 |
| 1st Instalment Due Date | 30 Nov 2026 |
| Interview Entrance Examination | 13 Dec 2026 |
| Entrance Result | 14 Dec 2026 |
| Instruction begins | 29 Jan 2027 |

## Tuition Fees

| | |
|---|---|
| 1st Instalment | 150,000 THB |
| 2ndInstalment | 200,000 THB |
| 3rd Instalment | 350,000 THB |
| **Total** | **700,000 THB** |

***International students (Non-Thai student) will be added THB 25,000**

**Notice of Tuition Fee Changes:**
**Please note that the tuition fees stated above may be subject to change for the 2027 academic year, pending confirmation of the updated tuition fees from Robert Gordon University.**

•**Accommodation:**
Accommodation on campus (RGU Accommodation)
- Single standard room (Shared bathroom) starts from £105.98/week (approx. 42 - 49 weeks)
- Single En-suite room (Single with bathroom) starts from £150/week (approx. 42 - 49 weeks)

**A student will need a minimum of £1,171 per month to cover basic living expenses.*
**International students are allowed to work up to 20 hours a week during term time and full-time working during vacations.*


**RSU Study Abroad Center (RSU Tower – Sukhumvit 31)**
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