

# MSc Advertising and PR Management

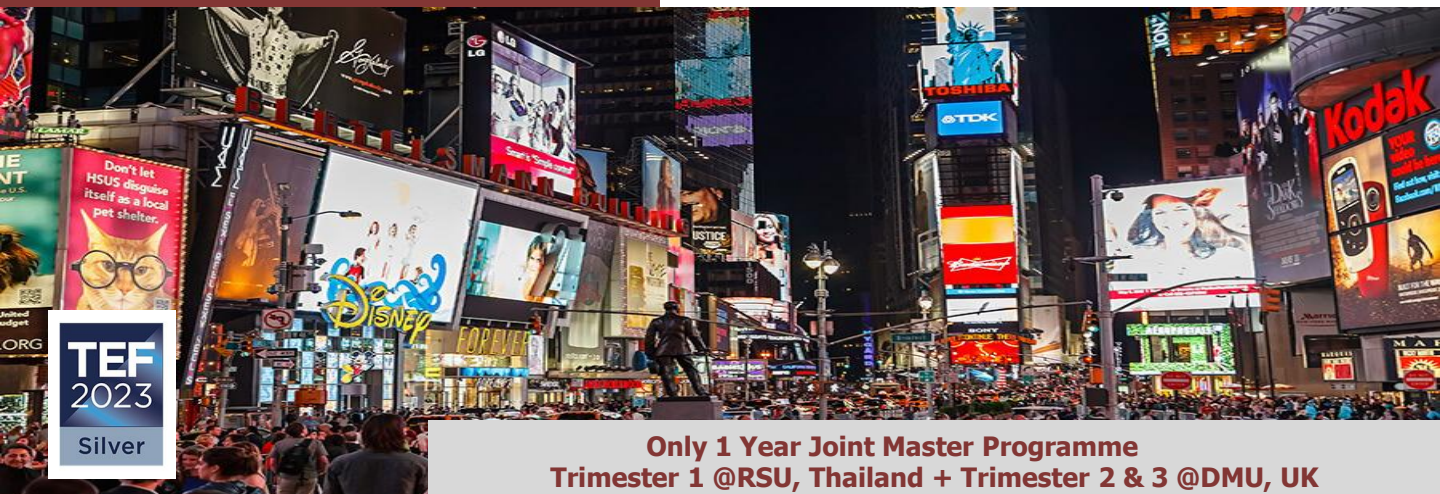
RSU

STUDY ABROAD

JOINT MASTER



DE MONTFORT UNIVERSITY LEICESTER



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

## Study Plan - Course Modules

### Trimester 1: Sep – Dec 2026 @RSU Tower

- Advanced Digital Marketing
- International Business Management in Digital Era
- International Marketing Communication and Media Management
- Global Management and Organizational Behavior
- Research in Action (*non-credit*)

### Trimester 2: Jan - May 2027 @DMU

- Corporate and Brand PR
- Contemporary Media Choice: Planning, Budgeting and Control



### Trimester 3: Jun - Sep 2027 @DMU

Choose one of the following:

- Dissertation

OR

- Marketing Consulting Project

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

## Admission Calendar

Application deadline	31 July 2026
1 <sup>st</sup> Instalment Due Date	31 July 2026
Interview Entrance Examination	9 August 2026
Entrance Result	10 August 2026
Instruction begins	25 Sep 2026

## Tuition Fees

1 <sup>st</sup> Instalment	150,000 THB
2 <sup>nd</sup> Instalment	530,000 THB
<b>Total</b>	<b>680,000 THB</b>

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

## Accommodation:

### The Student Accommodation (Halls of Residence)

- DMU-owned/managed halls: Single bed with shared bathroom starts from £99 - £115/week (approx. 41 – 43 weeks)
- Privately owned halls: En-suite starts from £137 - £185.61/week (approx. 43 - 44 weeks)

## Estimated Cost of Living:

- 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.

## Additional Fees:

- Student Visa Fees

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

☎ 02 2585159, 088 0222701, 098 2856114

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