

# Curriculum and Strategies to Serve Diversity



# 7P Marketing Mix

## MARKETING MIX



**PRODUCT**



**PRICE**



**PLACE**



**PROMOTION**



**PEOPLE**



**PHYSICAL ENVIRONMENT**



**PROCESS**

## Marketing Mix by Kotler (2006)

- Product : Curriculum is a product or service to serve needs for self-development of a target group.
- Price : Tuition and special payments need to be reasonable when compared to other curricula and worth its value.
- Place : Learners can study on-site or on-line. Some universities have more than one campus.
- Promotion: presenting highlight as an influence of advertising and special values



- People : Qualification selection and the number of personnel responsible with a curriculum are well planned.
- Process : Coordination and assistance provision need to be effective and reliable and conditions are clearly informed.
- Physical evidence : Facilities are in good condition and sufficient and a learning environment is supportive.



Read more about marketing mix from :

<https://eprints.bournemouth.ac.uk/40230/1/Marketing%20Mix.pdf>

<https://ejournals.dusit.ac.th/openpdf/openpdf.php?id=6029>

# Language Skill and Knowledge Development

- One or more skills can be taught.
- Knowledge can be taught separately or together with a skill.
- Specific or advanced issues can be taught and extended.
- There are several modes of learning to be applied.
- The focus is for language learning and practices for communication or enduring understanding.



## English for Global Communication G5

**G** ADVANCED

### รายละเอียดคอร์ส

This level immerses learners in complex topics that include current affairs, societal challenges, and cultural dynamics, fostering a deeper understanding of the world around them. By engaging with

ราคา 40,900 ฿

(6 เดือน)

ดูเพิ่มเติม



## English for Global Communication G6

**G** ADVANCED

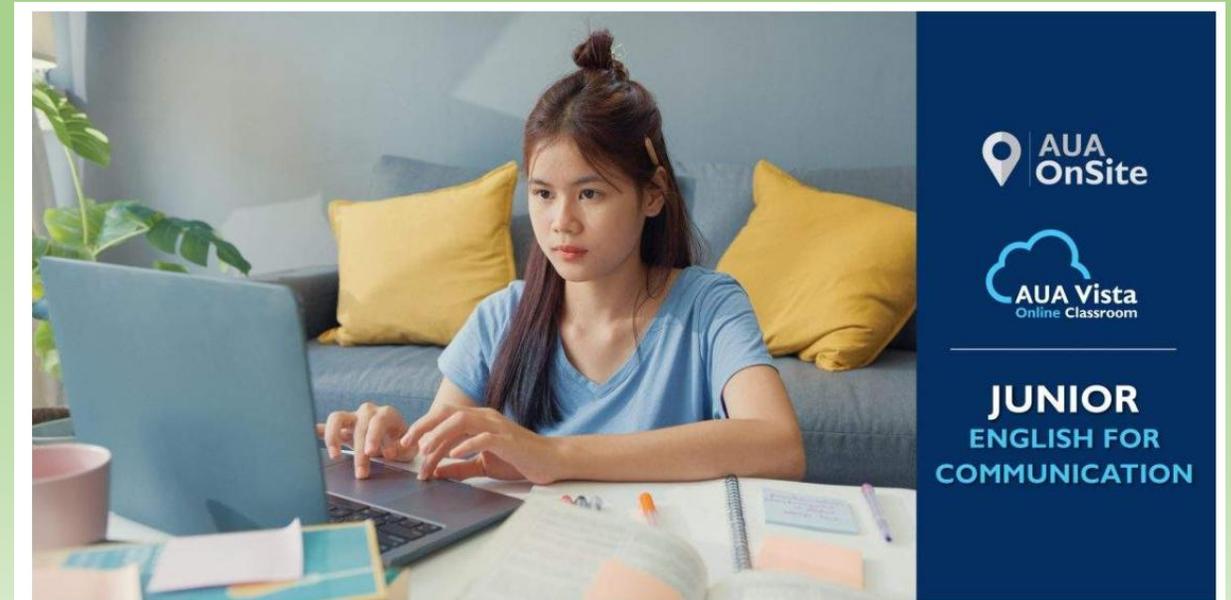
### รายละเอียดคอร์ส

This level emphasizes structured debates and the skillful articulation of complex arguments, empowering learners to express their viewpoints clearly and persuasively. Through intensive practice,

ราคา 40,900 ฿

(6 เดือน)

ดูเพิ่มเติม



<https://shorturl.at/7UUYI>

<https://www.auathailand.org/en/courses/vista-junior-eng/>

# Integration to Other Course or Skill

**The Development of a Training Course on English for Communication with Foreign Dharma Practitioners at Wat Pa Tam Wua Forest Monastery to Enhance Listening - Speaking Abilities of Mathayom Suksa III Students at Thairath Wittaya 99 (Ban Maesuya) School in Mae Hong Son Province**

<https://shorturl.at/y92bR> (Go to an appendix and definitions of terms)

THE EFFECTS OF THE INSTRUCTION BASED ON CONTENT AND LANGUAGE INTEGRATED LEARNING (CLIL) APPROACH FOR DEVELOPING READING COMPREHENSION IN ENGLISH LANGUAGE FOR GRADE 5 STUDENTS

<https://shorturl.at/r08nx> (Go to an appendix and definitions of terms)

- Content-based learning or instruction is implemented.
- English is integrated to some other course or content.
- Learning a non-language course through English is the nature of this program.
- Besides content understanding, English skills and language rule manipulation are expected to be improved.

# Language for Specific Purpose

- Workforce development in a specific is a reason.
- Knowledge and skill fulfilment for language improvement is an aim.
- A discipline's contents are taught but language learning is prioritized.
- Trainings on English for different careers or very specific field are of this type.

สมาคมนักแปลและล่ามแห่งประเทศไทย



หลักสูตรอบรมการแปลเพื่อ  
ธุรกิจธนาคารและการ  
ลงทุน (ไทย-อังกฤษ)

หลักสูตรอบรมการแปลเพื่อธุรกิจธนาคารและการ  
ลงทุน (ไทย-อังกฤษ) (Thai- English Translation  
for Investment & Banking Businesses)...

สมาคมนักแปลและล่ามแห่งประเทศไทย

โครงการจัดอบรมหลักสูตรนักแปลบทพากย์เบื้องต้น



<https://shorturl.at/H0o2g>

<https://shorturl.at/KZSqi>

🌐 ภาษาอังกฤษในบริบททางกฎหมาย  
**PLAIN LEGAL ENGLISH**

**อ.ยุทธชัย วิริกุล**

- ✓ เรียนรู้ทำเนียบภาษากฎหมาย (Legal Register) ในภาษาอังกฤษ
- ✓ การแปลกฎหมาย ไทย-อังกฤษ โดยใช้ Plain English
- ✓ การใช้ภาษาอังกฤษในเอกสารกฎหมายประเภทต่างๆ
- ✓ สำหรับผู้ประกอบการวิชาชีพกฎหมาย / นักแปลเอกสารกฎหมาย (มีพื้นฐานภาษาอังกฤษระดับดีมาก)

อบรมทุกวันเสาร์ 9:00 - 12:00 น.  
10 ส.ค. - 19 ต.ค. 2567 (30 ชั่วโมง)  
ที่คณะอักษรศาสตร์ จุฬาลงกรณ์  
ค่าอบรม ท่านละ 9,500 บาท



<https://www.arts.chula.ac.th/th/pr/2024/08/02/18130/>



ภาษาอังกฤษสำหรับพนักงานต้อนรับส่วนหน้าของโรงแรม

# English For Hotel Front Office Personnel



<https://shorturl.at/f0rc2>

# Educational Institution



Unit and programme catalogues in 2025/26 > Programme catalogue > Faculty of Arts, Law and Social Sciences > Department of English > English (BA) > Structure by Entry Cohort

## Programme structure: English (BA) for 2025/26 entry cohort

This section describes which Units you will take in which year of study. It indicates which units are mandatory and where you will be able to choose. The overall pass marks you will need to achieve in order to progress or achieve an award are shown. The full regulations concerning progression and completion are held in the [University's Regulations and Code of Practice](#). Any particular aspects of your programme that are unusual will be highlighted. If any Units are must pass this will be shown below. The linked unit specifications detail any additional requirements.

Year 1 (2025/26 entry cohort)

Year 2 (2025/26 entry cohort)

Year 3 (2025/26 entry cohort)

### Related links

[What's running in 2025/26](#)

[Specification](#)

[Programmes available in the Department of English](#)

Year 1 (2025/26 entry cohort)

Year 2 (2025/26 entry cohort)

Year 3 (2025/26 entry cohort)

Unit name	Unit code	Credit points	Status	Teaching Block
List A				
<a href="#">Literature 1150-1550</a>	ENGL10042	20	Mandatory	TB-1
List B				
<a href="#">Critical Issues</a>	ENGL10017	20	Mandatory	TB-1
List C - Select 20cp from:				
<a href="#">Transformations</a>	ENGL10046	20	Optional	TB-2
<a href="#">Texts in a Global Context</a>	ENGL10052	20	Optional	TB-2
<a href="#">Reading Identities</a>	ENGL10062	20	Optional	TB-2
List D				
<a href="#">Approaches to Poetry</a>	ENGL10039	20	Mandatory	TB-1

<https://shorturl.at/aT8X4>



**Master's Programs** Office - hour Programs

**GSLC**

Graduate School of Language and Communication

M.A.

M.A. in English Language Studies and Teaching (International Program)

**Master's Programs** Non - Office hour Programs

**GSLC**

Graduate School of Language and Communication

M.A.

M.A. in English Language Studies and Teaching (International Program)

**Doctoral Programs** International Program

**GSLC**

Graduate School of Language and Communication

Ph.D.

Doctor of Philosophy Program in English Language Studies and Teaching (International Program)

## Course Syllabus

### Track A(2) and Track B

#### A. Pre-foundation Courses (non-credits)

ND 4000 Foundation for Graduate Studies

#### B. Foundation Courses (3 credits)

MLT 5000 Academic and Research Writing

#### C. Core Courses (9 credits)

MLT 6000 English Linguistics

MLT 6001 Principles of English Language Studies and Teaching

MLT 6002 Research Methods for English Language Studies and Teaching

#### D. Elective Courses (The offering/opening of elective is dependent upon the determination of GSLC) Track A(2) 9 credits Track B 15 credits

MLT 7101 English Phonetics and Phonology

MLT 7102 Sociolinguistics

[View More](#)

<https://nida.ac.th/en/admission/language-and-communication/>

- Many are seen as a curriculum in a formal format.
- A curriculum's structure is clear and very organized.
- It is designed in accord with a policy or directing authorities.
- It can be considered as education for all and a degree or a qualification is awarded.
- English is divided into several courses but courses contributive to English are provided.

# Tutorial and Preparation



[เรียนภาษาอังกฤษ](#) ▾ [ทดสอบภาษาอังกฤษ](#) ▾ [เคล็ดลับการเรียนภาษาอังกฤษ](#) ▾ [โปรแกรม](#) ▾

## คอร์สเตรียมสอบ IELTS

**เตรียมสอบ IELTS ภารันตี Overall Score 7.0 คะแนนไม่ถึงเป้า เรียนฟรี  
เพิ่มได้!**

เรียน IELTS กับครูเจ้าของภาษา IELTS Expert ที่สถาบันสอนภาษาอันดับ 1 ของไทย

อัปเดตคะแนนสอบ IELTS ให้ดีขึ้น ใช้ยื่นเรียนต่อมหาลัยภาคอินเตอร์ เรียนต่อต่างประเทศ หรือยื่น  
คะแนนภาษาอังกฤษสำหรับวัยทำงานได้ทุกที่

IELTS Expert ของเราพร้อมให้คำปรึกษา และตรวจข้อสอบ Mock test เพื่อช่วยได้คะแนนสอบ  
IELTS สูงขึ้นตามตั้งเป้าหมายไว้ให้สำเร็จ

<https://shorturl.at/MImQy>



EnglishScore

EnglishScore Tutors

**Achieve your best score in IELTS,  
TOEIC, CAE, TOEFL and more with a  
professional tutor online**

**Online English exam training and preparation  
courses**

Our professional exam preparation tutors are ready to help you with all forms of English exams, trained and experienced to help you achieve your highest band and score. Whether you are taking an academic, business or general exam, there is high-quality academic and general training available.

Our available courses range from 5 sessions of last-minute rapid preparation to answer your questions, up to 25 sessions of full training covering the four modules of each exam:

reading  
writing  
listening, and  
speaking

<https://shorturl.at/4MIBy>

- Many know this curriculum type as a test-based learning or instruction.
- A test is used a key for teaching.
- Also, requirements for a specific opportunity are used to design and define it.
- It is nothing about granting a degree but it is a good learning option for a specific goal.