

Mr. Pea Sitthikorn

Awarded St. Bernard Award for Special Merit (Third Class)

Citation

Mr. Pea Sitthikorn is a full-time faculty member and a member of Internal Student-Activities Unit of the Department of Marketing, Martin de Tours School of Management and Economics. He earned a Bachelor of Business Administration degree from Assumption University and a Master of Mass communication administration from Thammasat University, Thailand. He joined Assumption University in 2012.

In addition to his teaching duties, as the member of the Internal Student-Activities Unit of the Department of Marketing, Mr. Pea assists in organizing several department and university projects and is responsible for initiating and organizing new projects that serve as the new ways for our students to learn and acquaint themselves with marketing theories and practices. All the programs initiated aimed at enabling our students to acquire both current and updated marketing knowledge and trends, as well as giving opportunities for our students to apply the in-class knowledge in a more practical context.

Some of his contributions and achievements includes:

1. He was the event director and consultant of The Last Fashion Show: The Royal Ascot, which received the Albert Prize Award for the best event of the year 2015.
2. He was the event director of AU Run For Love 2016, providing an opportunity for students to organize social services and promoting this event to the public. There are more than 2,500 joined the event at campus.
3. He was the event director of the Fashion Runway, which was one of the department project, providing a hand-on learning opportunity for students from the Fashion Marketing and Event Marketing class.
4. He was the guest speaker about digital marketing and others digital media trend in many organizations such as the Nation Channel, the government public relations department, and the government SME project.
5. He arranged the Open House of “Digital Marketing” which is a part of department’s new curriculum and welcomed over 200 high school students.
6. He was the advisor of the marketing student committee who provided a new systematic method of planning and working, which enables them to coordinate in the team and pass their works to the next generation more effectively.
7. He was the coach and the judge for several student competitions for example, CIMS from Singapore, L’OREAL marketing competition, A.P. Honda competition, Sabrina Teen, Colgate Digital Marketing Contests, Isuzu Marketing Plan for Isuzu D-Max, for instance.
8. He was one of the public relations team who monitors and updates all information about the department of marketing, new marketing trends, and many interesting contents on social media.

For his endeavors and contributions to the University, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Mr. Pea Sitthikorn on this auspicious date of December 24, 2016.

