

Independent Study Title An Exploration of Integrated Marketing Communication
Strategies: A Case of Suzhou's Unique City Brand

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Examination Committee



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(Assoc. Prof. Dr. Tachapong Settabutr)

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Committee



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Committee

Independent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration

The committee has approved this independent study



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(Lect. Sirikun Buakeaw)