

## Abstract

Research Title : Brand communications of Advertising and Marketing  
communication department Faculty of management science Suan  
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The objective of this research, brand communications of Advertising and Marketing Communication Department, Faculty of Management Science, Suan Sunandha Ratjabhat University was to analyze and study brand communications plan of Advertising and Marketing Communication Department, Faculty of Management Science, Suan Sunandha Ratjabhat University. This research is a qualitative research by using in-depth interview with lecturers and students representative of Advertising and Marketing Communications Department, Suan Sunandha Ratjabhat University. The research period was between October 1, 2015 - July 31, 2016. Then the data were analyzed by descriptive analysis.

The results of the study showed that :

Advertising and Marketing Communication Department did not have concrete brand communications plan or management system however brand communications plan from time to time and under strategies of Faculty of Management Science. Important marketing communication tools for brand communications are public relations and publicity, point of purchase, word of mouth marketing, personal selling, events and experiences.

Suggestions :

1. Advertising and Marketing Communication Department should develop brand communications plan to cover the entire of attributes benefit values and personality.
2. Further study should add target group such as student groups, parent groups and business groups.
3. The research project may continue in long-term plan in order to get a deeper perspective or research and development.