Mahidol University
**Faculty of Information
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Student Activity News

ICT Mahidol organized a special talk on "Building a Brand, Developing Brand Identity, and Content Marketing"

On September 20, 2023 – the Faculty of Information and Communication Technology, Mahidol University (ICT Mahidol), led by Dr. Pawitra Liamruk, instructors of the course, ITDS294 Fundamentals of Electronic Commerce Systems, organized a special talk on "Building a Brand, Developing Brand Identity, and Content Marketing" for the 2nd year students of B.Sc. in Digital Science and Technology (DST Thai Program). On this occasion, Mr. Pattara Thurnsiri, CEO & Co-Founder of Sellsuki Co., Ltd., served as the guest speaker who shared his knowledge and experiences related to brand identity and content marketing such as creating brand awareness, fostering customers'engagement, and increasing sales. The session took place in Room IT204 the Faculty of ICT, Mahidol, Salaya.

Source: https://www.ict.mahidol.ac.th/itds294-special-talk/