



Student Activity News

ICT Mahidol organized a special talk on “Product Presentation, Sales Channels, and Customer Communication: A Case Study of the LINE Application”



On October 11, 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 “Product Presentation, Sales Channels, and Customer Communication: A Case Study of the LINE Application” for the 2nd year students of B.Sc. in Digital Science and Technology (DST Thai Program). On this occasion, Mr Thatim Prakaymanee Wong, Business Manager of Sellsuki Co., Ltd., served as the guest speaker who shared his knowledge and experiences regarding product presentation, sales channels, and customer communication through the LINE Application. The session took place in Room IT204 the Faculty of ICT, Mahidol, Salaya.

Source: https://www.ict.mahidol.ac.th/special-talk_itds294_product-presentation-through-line/