



**ALBERT LAURENCE SCHOOL OF  
COMMUNICATION ARTS  
ASSUMPTION UNIVERSITY**

# *Student Manual*

For Students ID 601-xxxx onwards  
Bachelor of Communication Arts  
Department of Advertising

Department of Live Event Creation and Management

Department of Public Relations

[Department of Digital Media Communication](#)

**(July 2017)**

**CODES AND REGULATIONS**

## **AU Dress Code Requirements**

**Three kinds of AU dress codes which are student uniform, polite dress and casual dress are as follows:**

### **1. Student Uniform**

Student uniform is mandatory for official and formal occasions as follows:

1. In examination room.
2. In Business & Ethical Ethics Seminar (BG 1403).
3. Formal occasions e.g. Wai Kru day, Orientation day, Last Orientation and Commencement day.
4. In all classrooms assigned by the faculties.

#### **1.1 Students uniform for male students:**

- 1.1.1 Plain white, short or long sleeve shirt. Sleeves may not be turned up. Shirt must be tucked into trousers. A university necktie must be worn properly.
- 1.1.2 Black trousers (Slack).
- 1.1.3 Black or dark brown belt with university buckle.
- 1.1.4 Plain black leather shoes.

#### **1.2 Students uniform for female students:**

- 1.2.1 Plain white, short sleeve blouse. Blouse should fit properly. University buttons are attached and the university pin is worn on the left side of the blouse. Blouse must be tucked into skirt.
- 1.2.2 Black straight skirt at knee length.
- 1.2.3 Black or dark brown belt with university buckle.
- 1.2.4 Plain black leather closed shoes.

### **2. Polite Dress**

Polite dress is allowed on the following occasions:

1. In the regular classroom.
2. Whenever entering the campus vicinity, except university dormitories and sports complex at Suvarnabhumi Campus.

#### **2.1 Polite dress for male students:**

- 2.1.1 White or light colored short or long sleeve shirt. Shirt must be tucked into trousers neatly.
- 2.1.2 Plain black, grey, blue or brown slacks.
- 2.1.3 Dark colored or white closed shoes or sport shoes (polite color).

#### **2.2 Polite dress for female students:**

- 2.2.1 White or light colored short or long sleeve blouse. Blouse must be tucked into skirt neatly.
- 2.2.2 Black or blue knee length skirt, polite style.
- 2.2.3 Dark color closed shoes, sling back court shoes, or sport shoes (polite color).

### **3. Casual Dress**

Casual dress is allowed during summer session or university holiday. However when it is midterm, final exam or test; students is required to wear uniforms.

#### **3.1 Casual dress for male students:**

- 3.1.1 Shirt, polo shirt, collar shirt or T-shirt (not singlet).
- 3.1.2 Long pants not ragged jeans.
- 3.1.3 Closed shoes, strap shoes or sport shoes.

#### **3.2 Casual dress for female students:**

- 3.2.1 Blouse exclude singlet, single strap, strapless, sleeveless or over fitting blouse.
- 3.2.2 Long pants or skirt (not too short).
- 3.2.3 Closed shoes, strap shoes or sport shoes.

### **Violation of Dress Code Regulation:**

- 1<sup>st</sup> Violation - Verbal Warning
- 2<sup>nd</sup> Violation - Disciplinary Recording and Attending a Training Group (T-Group) from 5 to 7 P.M.
- 3<sup>rd</sup> Violation - Parent Meeting / Late Registration / 1 Semester Suspension

### Law on Smoking

Public Health Ministry's law prohibits smoking cigarettes in public areas. As an educational institution, Assumption University also recognizes the additional responsibility of raising awareness of all health issues associated with smoking and of establishing within its own community the fundamental premise that smoke-free is the norm.

Assumption University Huamak and Suvarnabhumi Campuses are "non-smoking" areas. **However, smoking cigarettes is acceptable in: Areas where the Smoking sign is posted.**

#### Violation of Smoking:

1. University personnel and/or student caught violating the aforementioned law by smoking cigarettes in the undesignated areas, will be subjected to a 2,000 baht maximum fine as stated by the law.
2. The Vice president for Administrative Affairs and the Vice President for Student Affairs or other persons authorized are empowered to fine any personnel and/or student violating the above law.

### Restrictions on Foods and Drinks in the classroom buildings

Foods and drinks are not allowed to be brought into classroom buildings. Should the students violate the regulation, their students' ID card will be confiscated.

### Academic Action

Academic action can be both favorable and disciplinary. When a student is performing well, all action on him/her in the academic area is said to be favorable to the student. For example, when a student obtains a high GPA he/she is put on the academic List of Honors; when he/she consistently achieves very high marks, he/she is given higher honors. However, if his/her achievement is below standard, disciplinary action may be taken against him/her.

### Probation

Students who obtain a cumulative GPA of less than 2.00 (1.99-1.50) but above the limits set for dismissal from the University will be put on probation, except during the first semester of the freshman year.

### Dismissal

Undergraduate Students will be dismissed from the University under the following conditions:

- obtaining a cumulative GPA of less than 1.50 at the end of any semester except the first semester of the freshman year;
- obtaining a cumulative GPA of less than 1.75 for two consecutive semesters except the first semester of the freshman year;
- obtaining a cumulative GPA of less than 2.00 for four consecutive semesters except for the first semester of the freshman year. However, in certain cases, the President, in consideration of a student's potential to improve his/her academic performance and eventually graduate, may grant special permission for the student to carry on his/her studies at the University on probation condition.

However, in certain cases, the President, in consideration of a student's potential to improve his/her academic performance and eventually graduate, may grant special permission for the student to carry on his/her studies at the University on probation condition.

### Honors system

The University, wishing to provide recognition to exceptional students, has established an Honors System. Undergraduate students are given awards for achievement measurable in grades beginning with semester grades and ending with cumulative grades until graduation.

### Graduation with Honors

Undergraduate students maintaining a high scholastic average are eligible for graduation with the following Honors:

Summa Cum Laude	Cumulative	GPA	3.80-4.00
Magna Cum Laude	Cumulative	GPA	3.50-3.79
Cum Laude	Cumulative	GPA	3.25-3.49

#### Requirements for Graduation with Honors

- Have fulfilled all the requirements for graduation within 4 years (5 years for Architecture).
- Have not been placed on probation in any condition.
- Have not received a grade lower than "C" for any course.
- Transfer students must have taken all the third and fourth year courses (or 72 credits) at Assumption University.
- Students who have graduated with a cumulative GPA of 3.25 or higher, regardless of a grade lower than "C" or "U" for non credit courses, or those who completed all requirements within 5 years of study for all 4-year undergraduate programs; and within 6 years for the Architecture program, are entitled to obtain an Award of Academic Excellence.

### Special Honors and Awards

Students are given distinctions for their performance for a semester or an academic year as listed below:

- A Special Certificate of Honors from the University Council for those who obtain a 4.00 GPA for any academic year;
- A Special Certificate of Honors from the President of the University to all students who fall within the GPA range of 3.00-3.99 for any academic year;
- Students who obtain a GPA of 3.25 or above at the end of each semester will have their names published in the Academic List Honors.

Condition: -15 credits / semester required except for final semester  
- Grades must be "C" or higher

## ADVISING SYSTEM

To assist students in attaining their academic goal/s during their study in AU, Albert Laurence School of Communication Arts has set up the student advising system as follows:

**Prior to the very first semester**

On the entrance interview day, the students will have to fill up the student record form, meet up with the lecturers to obtain some general information/guidance.

Once they are officially accepted by the Albert Laurence School of Communication Arts, students will have to meet up with advisors as follows:

**During the semester: There are four kinds of advising as follows:**

The School has provided four kinds of advising systems to students in order to counsel and provide academic assistance which are 1) general advising, 2) major advising, 3) advising for pre-registration online and 4) advising for registration approval.

**1. General Advising**

Students can make an appointment to meet up with their advisors to seek advice regarding life in general, study problems, study plan and etc. However, they can also see their advisors at the Albert Laurence School of Communication Arts office (henceforth CA office) without having prior appointment during the regularly reserved advising schedule. (Each advisor will stand by to assist his/her advisees). Students can check their advisors' schedule at CA office).

Things students need to bring for advising depends on advisor's requirement.

**2. Major Advising**

Once students officially declare the major, the students and their academic record will be handed over from their first advisor to their major advisor. They are encouraged to attend major advising session according to that particular department schedule. Students should check the date and time for major advising session with the department's announcement. This is to make sure that the students understand and are familiar with the department's course curriculum and offering courses.

Things students need to bring for advising depends on department's requirement.

**3. Advising for Pre-Registration Online**

Before students carry out their pre-registration online, they should check their assigned advisor on the advisor-advisee list that is announced by Academic Advising Committee, Albert Laurence School of Communication Arts at CA office and at [www.ca.au.edu](http://www.ca.au.edu). Students are recommended to come and discuss the status of their academic performance such as G.P.A, credits completed and the study plan for the next semester with their assigned advisor approximately 2 weeks prior to their pre-registration online period. This is to make sure that the students check examination time conflicts and prerequisites before they pre-register courses online.

Things students need to bring for advising:

1. Student Manual
2. Unofficial Transcript

After meeting the advisor, students must pre-register online according to the designated time and date provided by Registrar office.

**4. Advising for Registration Approval**

Students **must** attend the Registration Approval and Advising Day to get registration approval from their advisors. This is to make sure that the students register proper courses for the next semester and to check examination time conflict and prerequisites and etc.

Things students need to bring for advising:

1. Student Manual
2. Pre-Registration plan
3. Unofficial Transcript

Students can check the date and time of Registration Approval and Advising Day from CA office, [www.ca.au.edu](http://www.ca.au.edu) and from Registrar office.

If students cannot attend the Registration Approval and Advising Day, they must make an appointment and meet their advisor **before** the Registration Approval and Advising Day to get advice and approval for Registration. If students fail to follow what mentioned above, their pre-registered courses will be deleted and they will have to add their courses during the "adding" period.

<b>MAJOR SELECTION</b>
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**Department of Advertising**

Careers for graduates from Advertising major include advertising strategic planner, account executive/ account manager/ account director, marketing communication manager, integrated marketing communication manager, advertising media planner/ media buyer, art director/ copy writer/ creative director, sales executives/ sales

manager/ key account manager, customer relations manager, brand manager/ brand strategist, advertising and marketing researcher.

### **Department of Live Event Creation and Management**

Careers for graduates from “Live, Event Creation and Management” major include work in any sectors in Live Event Creation and Management fields. Graduates could choose to set up their own event management business, and possess the transferable skills to make highly employable in a vast number of different careers which could be an event manager, a talent agent, a conference organizer and a project manager. In addition, career for graduates could include working in event production and performing arts as a production member or coordinator.

### **Department of Public Relations**

Careers in public relations include: public relations director, strategic communicator, communication specialist, communication planner, communication consultant, image management specialist, personal brand specialist, marketing communication specialist, strategic content planner, corporate public relations specialist, account executive, media relations specialist, media planner, news writer, event management, digital content editor, communication researcher, master of ceremony and news reporter.

### **Department of Digital Media Communication**

Careers in new media include those in terms of interactive production such as communications planner and designer, game creative, and website designer. Whereas students may also have careers in film and documentary production as producer, director, camera, and scriptwriter. For those interested in the broadcast industry they can work as program creative and producers as well as marketing and management of programs.

- (1) Students must complete at least 24credits.
- (2) Students have completed or is taking the following courses:  
BG 1001 English I  
CA 1001 Introduction to Communication  
CA 1021 Introduction to Advertising and branding  
CA 1022 Introduction to Public Relations  
CA 1023 Introduction to Live Event Creation and Management  
CA 1024 Introduction to Digital Media Communication

#### **Procedure:**

- (1) Students need to make sure that they meet the qualification indicated above.
- (2) Students will receive and submit a major selection form before midterm examination of every semester.
- (3) Students need to fill up the form and rank the majors they prefer. The request will be granted based on the overall GPA of the students and faculty academic performance. On the competitive basis, the higher grades the students attain the higher chance they have for the requested major.
- (4) Students need to return the form together with their most updated unofficial transcripts.
- (5) Students need to complete special requirement of the major they prefer and complete the documents and/or tasks (upon request) on the indicated date and place.
- (6) The result will be announced after the department academic committee has examined the students' qualification.

**Remarks:** After major declaration, students who wish to change the major must re-declare their major in next major selection day and pay for the cost incurred.

<b>CRITERIA FOR PETITION SUBMISSION</b>
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Students who have queries which must be approved by the School such as having examination conflict and having exceeding credits limits, they must follow the following steps.

- Students must
- (1) Pick up the petition form at the Office of the University Registrar.
  - (2) Fill out the petition form.
  - (3) Attach the most updated unofficial transcript or a photocopy of it.
  - (4) Submit the petition form to the School for approval.

#### **Remark:**

Every petition must be written in **blue ink** only. It must also be clean and clear of any erased marks. The School will reject any petition that does not meet the above requirements. One petition form can only be used for one query and for one subject only. For students who have several requests or one request for several courses, he/she must submit separate petitions for each request/course.

Students who have other queries such as requesting for a certification, requesting for an unofficial/ official transcript, requesting for a recommendation letter and etc., they must follow the steps declared by the Office of the University Registrar. Students can check for further information at <http://www.au.edu/petition-online.html> and see the Registrar officers during the office hours shown below.

### Office Hours of the Office of the University Registrar

Huamak Campus	Suvarnnabhumi Campus
Martin de tours hall, floor 1	St. Michael's hall, SM 116
Tel. 02-300-4543-62 ext. 3507-8, 3513, 3520	Tel. 02-723-2222 ext. 2627-9

From Monday to Friday: 08.30 – 17.00 hrs. (12.00 – 13.00 hrs. Closed)

Saturday: 08.30 – 17.00 hrs. (12.00 – 13.00 hrs. Closed)

### NATURE OF QUERY

#### Adding

To add the School course(s), all students are required to submit a petition form and follow the following steps.

1. Check examination time conflicts and prerequisites.
2. Attend the first class to meet a course lecturer.
3. Ask for an approval from the course lecturer to add the course. If the course lecturer approves, obtain the course lecturer's signature in the petition form.
4. Submit the signed petition form at the Office of University Registrar.

To add the non-School course(s), students can add the course without obtaining the School approval. Students are required to check with the course lecturer for the requirement of other faculties.

Submission period: Within the university adding period (first two weeks of regular semester or one week for summer semester)

#### Exceeding Credits Limit (Not possible unless graduating status)

For normal course load, students are allowed a maximum of 18-19 credits per semester. Probation students are allowed a maximum of 12-13 credits, and graduating students are allowed a maximum of 21-22 credits.

In summer, students are allowed a maximum of 6 credits per semester. Probation students are allowed a maximum of 3 credits

#### In addition, Over Credits (24-credit petition for normal semesters and 9-credit petition for summer)

will be allowed for students with:

- GPA over 3.25
- Studying in the final semester  
(not applicable if students still have summer semester).

#### Incomplete Pre-Requisite(s)

Students have to complete all pre-requisites before taking any advanced courses. This rule is enforced with no exception for all courses, especially, general studies and BBA courses.

#### Section Change

To change a section of the School course(s), students are allowed to change sections after registration only when it is due to an inconvenience caused by the School such as change of class schedule resulting in a conflicting schedule. The process is as follows.

1. Use a petition form to change a section.
2. Ask for an approval from the course lecturer to change a section. If the course lecturer approves, obtain the course lecturer's signature in the petition form.
3. Meet an advisor. Obtain the advisor's signature in the petition form.
4. Submit the signed petition form at the Office of University Registrar.

To change a section of the non-School course(s), students can change a section without obtaining the School approval. Students are required to meet the course lecturer to get an approval.

Submission period: Within the university adding period (first two weeks of regular semester or one week for summer semester)

#### Examination Time Conflict

Students are strongly recommended to make sure that they do not have any examination time conflict in any semester. Only graduating students are allowed for examination time conflict in their final semester without an approval. For non-graduating students, they are required to seek approval from the Dean **before** their registration.

In addition, Dean of Albert Laurence School of Communication Arts will be approved in case of:

- Graduating student (at least within the academic year).
- Conflict with English courses.
- Conflict with courses that offered once a year.
- Campus conflict.

Examination Time Conflict Process:

1. Obtain the approval signature from dean or appointed person.
2. Submit the signed petition at the Office of University Registrar.

Submission period: Within the first three weeks of any semester (15 working days). If a student submits a petition later than this date they would have to submit their request to Deputy Vice President for Academic Affairs for approval only.

**Transfer and Re-Enter**

Students are allowed to transfer to other faculties. However, the time frame and requirements would depend on the faculty to which the student wants to transfer.

Students are to observe the faculty announcement board for the requirements of re-enter. The period is offered only once per semester

Submission period: Check the faculty announcement board

**Procedure:**

1. Obtain the advisor's signature in the petition.
2. Obtain the approval signature from dean or appointed person(s).
3. Submit the signed petition at the Office of University Registrar.

**Remarks:** Students can always petition for other requests, i.e. request to see the examination paper or request for grade clarification. However, they should be aware that each nature of request requires different periods of time to attend to. Therefore, they should allow sufficient time for the authorized person(s) to process their request. Moreover, students must always give their contact information (mobile phone number or email address) in their petitions.

## **CURRICULUM STRUCTURE**

Bachelor of Communication Arts Program in

Advertising, Digital Media Communication, Live Event Creation and Management and Public Relations

	AD	DM	LIVE	PR	
<b>I. General Education Courses</b>					
Language Courses	15	15	15	15	Credits
Social Science Courses	6	6	6	6	Credits
Humanities Courses	6	6	6	6	Credits
Science and Mathematics Courses	3	3	3	3	Credits
<b>II. Professional Courses</b>					
Core Courses	36	36	36	36	Credits
Major Required Courses	42	48	45	45	Credits
Major Elective Courses Or Minor Courses*	15	15	15	15	Credits
<b>III. Free Electives</b>	6	6	6	6	Credits
<b>Total</b>	<b>129</b>	<b>135</b>	<b>132</b>	<b>132</b>	<b>Credits</b>

\*\* In order to graduate, students must fulfill all the subjects and credits required.

<b>General Education Courses (36 Credits) (For all students)</b>
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For all the subjects in this group, students can pass with the grade from "A to D".

**1. Language Courses (15 Credits)**

Code	Course Title	Credit
GE 1403	Communication in Thai	3
Or GE 1405	Thai Language and Culture (Only for foreign students)	
BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3

**2. Social Science Courses (6 Credits)**

Code	Course Title	Credit
CA 4010	Law and Ethical Concerns for Communication	3
GE 2202	Ethics	3

**3. Humanities Courses (6 Credits)**

Code	Course Title	Credit
GE 1102	Introduction to Philosophy	3
GE 2101	World Civilization	3



#### 4. Mathematics and Science Courses (3 Credits)

Code	Course Title	Credit
BG 1301	Fundamentals of Statistics	3

### Professional Courses and Free Elective Courses

#### 1. Core Courses (36 Credits)

For all the subjects in this group, students can pass with the grade from “A to D”.

CA 1001	Introduction to Communication	3(3-0-6)
CA 1002	Introduction to Photography and Cinematography	3(2-2-5)
CA 1021	Introduction to Advertising and Branding	3(3-0-6)
CA 2003	Presentation Technique	3(2-2-5)
CA 1022	Introduction to Public Relations	3(3-0-6)
CA 1024	Introduction to Digital Media Communication	3(2-2-5)
CA 1025	Computer Graphic Design	3(2-2-5)
CA 1023	Introduction to Live Event Creation and Management	3(2-2-5)
CA 2019	Communication Arts Research	3(3-0-6)
MGT 1101	Introduction to Business	3(3-0-6)
MGT 2900	Principles of Management	3(3-0-6)
MKT 2280	Principles of Marketing	3(3-0-6)

## DEPARTMENT OF ADVERTISING



### 2. Major Required Courses (42 Credits)

For all the subjects in this group, students must get at least “C” in order to pass.

AD 2100	Consumer Insight	3(3-0-6)
AD 2101	Idea Generation in Advertising	3(2-2-5)
AD 2102	Principles of Marketing Communication	3(3-0-6)
AD 3102	Advertising Media Planning	3(3-0-6)
AD 3103	Advertising Creative Strategy (English)	3(2-2-5)
OR AD 3104	Advertising Creative Strategy (Thai)	3(2-2-5)
AD 3112	Brand Communication	3(3-0-6)
AD 3113	Customer Relationship Management	3(3-0-6)
AD 3114	Interactive Advertising and Marketing Communication	3(3-0-6)
AD 3119	Advertising and Marketing Communication Research	3(2-2-5)
AD 4100	Seminar in Advertising	3(3-0-6)
AD 4101	Advertising Workshop I	6(6-2-10)
AD 4102	Advertising Workshop II	6(6-2-10)

### 3. Major Elective Courses

**15 Credits**

Students can choose one of the two plans in the following.

Plan A: Major Concentration Courses

Students can choose one of three concentrations in the following.

- Concentration in Strategic Integrated Marketing Communication
- Concentration in Brand Communication
- Concentration in Advertising Creative and Production

Or Plan B: Major Elective Courses

**Plan A- Major Concentration Courses**

Advertising students pursuing PLAN A must select a concentration in the major area below. Then, students must study three mandatory courses in the selected concentration and two major elective courses from Advertising to fulfill 15 credits.

**Concentration in Strategic Integrated Marketing Communication**

AD 3120	Integrated Marketing Communication Planning and Strategy	3(2-2-5)
AD 3121	Strategic Situation Analysis	3(3-0-6)
AD 3122	Presentation Design for Campaign Planning	3(2-2-5)
	Advertising Major Elective Course	
	Advertising Major Elective Course	

**Concentration in Brand Communication**

AD 3120	Integrated Marketing Communication Planning and Strategy	3(2-2-5)
AD 3123	Corporate Brand Communication	3(3-0-6)
AD 3124	Strategic Brand Positioning	3(3-0-6)
	Advertising Major Elective Course	
	Advertising Major Elective Course	

**Concentration in Advertising Creative and Production**

AD 3106	Art Direction	3(2-2-5)
AD 3107	Copywriting (Thai)	3(2-2-5)
OR AD 3108	Copywriting (English)	
AD 3125	Production Design for Advertising and Brand Communication	3(2-2-5)
	Advertising Major Elective Course	
	Advertising Major Elective Course	

**PLAN B- Major Elective Courses**

Advertising students pursuing PLAN B must select any advertising major elective courses with any major requirement courses or major elective courses from Digital Media Communication, Live Event Creation and Management and Public Relations courses as major elective courses upon completion of the prerequisites (if any) to fulfill 15 credits.

AD 3106	Art Direction	3(2-2-5)
AD 3107	Copywriting (in Thai)	3(2-2-5)
OR AD 3108	Copywriting (in English)	
AD 3117	Advertising and Popular Culture	3(3-0-6)
AD 3126-30	Selected Topics in Advertising I	3(3-0-6)
AD 3131-35	Selected Topics in Advertising II	3(3-0-6)
AD 3120	Integrated Marketing Communication Planning and Strategy	3(2-2-5)
AD 3121	Strategic Situation Analysis	3(3-0-6)
AD 3122	Presentation Design for Campaign Planning	3(2-2-5)

AD 3123	Corporate Brand Communication	3(3-0-6)
AD 3124	Strategic Brand Positioning	3(3-0-6)
AD 3125	Production Design for Advertising and Brand Communication	3(2-2-5)

#### **4. Free Elective Courses 6 Credits**

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

**DEPARTMENT OF ADVERTISING**

**Study Plan**

**First Year**



First Semester

Course Code	Course Title	Credits
BG 1001	English I	3(2-3-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1002 OR CA 1025	Introduction to Photography and Cinematography OR Computer Graphic Design	3(2-2-5)/ 3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)/ 3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(3-2-5)/ 3(3-2-5)
GE 1403 OR GE 1405	Communication in Thai OR Thai Language and Culture	3(3-0-6)
<b>Total</b>		<b>18(15-7-34)</b>

Second Semester

Course Code	Course Title	Credits
BG 1002	English II	3(2-3-6)
CA 1002 OR CA 1025	Introduction to Photography and Cinematography OR Computer Graphic Design	3(2-2-5)/ 3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)/ 3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(3-2-5)/ 3(3-2-5)
GE 2101	World Civilization	3(3-0-6)
MGT 1101	Introduction to Business	3(3-0-6)
<b>Total</b>		<b>18(15-7-34)</b>

**Second Year**

First Semester

Course Code	Course Title	Credits
BG 2000	English III	3(2-3-6)
BG 1301	Fundamentals of Statistics	3(3-0-6)
MKT 2280 OR MGT 2900	Principles of Marketing OR Principles of Management	3(3-0-6)/ 3(3-0-6)
GE 2202	Ethics	3(3-0-6)
CA 2003	Presentation Technique	3(2-2-5)
GE1102	Introduction to Philosophy	3(3-0-6)
<b>Total</b>		<b>18(16-5-35)</b>

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3(2-3-6)
AD 2102	Principles of Marketing Communication	3(3-0-6)
MKT 2280 OR MGT 2900	Principles of Marketing OR Principles of Management	3(3-0-6)/ 3(3-0-6)
AD 2100	Consumer Insight	3(3-0-6)
AD 2101	Idea Generation in Advertising	3(2-2-5)
CA 2019	Communication Arts Research	3(3-0-6)
<b>Total</b>		<b>18(16-5-35)</b>

**Third Year**

First Semester

Course Code	Course Title	Credits
AD 3102	Advertising Media Planning	3(3-0-6)
AD 3103 OR AD 3104	Advertising Creative Strategy (English) OR Advertising Creative Strategy (Thai)	3(2-2-5)
AD 3112	Brand Communication	3(3-0-6)
AD 3113	Customer Relationship Management	3(3-0-6)
AD 3114	Interactive Advertising and Marketing Communication	3(3-0-6)
AD 3119	Advertising and Marketing Communication Research	3(2-2-5)
<b>Total</b>		<b>18(16-4-34)</b>

Second Semester

Course Code	Course Title	Credits
	Major Elective Course from Plan A or B	3(3-0-6)
	Major Elective Course from Plan A or B	3(3-0-6)
	Major Elective Course from Plan A or B	3(3-0-6)
	Major Elective Course from Plan A or B	3(3-0-6)
	Major Elective Course from Plan A or B	3(3-0-6)
<b>Total</b>		<b>15(15-0-30)</b>

**Fourth Year**

First Semester

Course Code	Course Title	Credits
AD 4100	Seminar in Advertising	3(3-0-6)
AD 4101	Advertising Workshop I	6(6-2-10)
CA 4010	Law and Ethical Concerns for Communication	3(3-0-6)
Free Elective		3(3-0-6)

		<b>Total</b>	<b>15(15-2-28)</b>
Second Semester			
	Course Code	Course Title	Credits
AD 4102		Advertising Workshop II	6(6-2-10)
Free Elective			3(3-0-6)
		<b>Total</b>	<b>9(9-2-16)</b>

**DEPARTMENT OF LIVE EVENT CREATION  
AND MANAGEMENT**



**2. Major Required Courses (45 Credits)**

LIVE 2101	Script Analysis and Creation for Live Events	3(2-2-5)
LIVE 2102	Design for Live Event Creation and Management	3(2-2-5)
LIVE 2103	Acting for Live Events	3(1-4-4)
LIVE 2104	Art and Literature Appreciation	3(3-0-6)
LIVE 3101	Sound Creation and Production for Live Events	3(1-4-4)
LIVE 3102	Art Direction for Live Events	3(2-2-5)
LIVE 3103	Show Directing	3(1-4-4)
LIVE 3104	Marketing Communication for Live Events	3(2-2-5)
LIVE 3105	Stage Management for Live Events	3(1-4-4)
LIVE 3110	Live Event Creation and Management Internship	3(1-4-4)
LIVE 4101	Live Event Creation and Management Workshop I	3(1-4-4)
LIVE 4102	Live Event Creation and Management workshop II	6(2-8-8)
LIVE 4103	Research Methodology for Live Events	3 (2-2-5)
LIVE 4104	Project Management for Live Events	3(1-4-4)

### 3. Major Elective Courses (15 Credits)

I Students can choose courses to fulfill 15 credits from the following courses and/or choose minor courses of other departments.

LIVE 3201	Creative Writing and Script Adaptation for Live Events	3(2-2-5)
LIVE 3202	Costume and Make up	3(1-4-4)
LIVE 3203	Advanced Acting for Live Events	3(1-4-4)
LIVE 3204	Personality Development	3(1-4-4)
LIVE 3205	Lighting and Media Design for Live Events	3(1-4-4)
LIVE 3206	Property and Scene Design	3(1-4-4)
LIVE 4201	Art and Culture in 21 <sup>st</sup> Century	3(2-2-5)
LIVE 4202	Cultural Events and Festival Management	3(1-4-4)
LIVE 4203	Promotion and Strategy for Live Events	3(2-2-5)
LIVE 4204	Selected Topic in Live Event Creation and Management	3(1-4-4)
LIVE 4205	Approaches and Concept of Criticism in Live Events	3(2-2-5)

### 4. Free Elective Courses 6 Credits

Students can take free elective courses of 6 credits (two courses) from any faculty in Assumption University upon completion of the prerequisites (if any).

## DEPARTMENT OF LIVE EVENT CREATION AND MANAGEMENT



### Study Plan

#### First Year

#### First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (2-3-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1002	Introduction to Photography and Cinematography	3(2-2-5)
MGT 1101	Introduction to Business	3 (3-0-6)
CA 1021 OR CA 1022	Introduction to Advertising OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(2-2-5)
	Total	18(15-5-34)

#### Second Semester



BG 1002	English II	3(2-3-6)
CA1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(2-2-5)
GE 1102	Introduction to Philosophy	3(3-0-6)
GE 1403	Communication in Thai	3(3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
	Total	18(17-5-36)

### Second Year

#### First Semester

Course Code	Course Title	Credits
BG 2000	English III	3(2-3-6)
CA 2003	Presentation Technique	3(2-2-5)
MKT 2280	Principles of Marketing	3(3-0-6)
CA 1025	Computer Graphic Design	3(2-2-5)
BG 1301	Fundamentals of Statistics	3(3-0-6)
GE 2101	World Civilization	3(3-0-6)
	Total	18 (16-7-35)

#### Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3(3-3-7)
LIVE 2101	Script Analysis and Creation for Live Events	3(2-2-5)
LIVE 2104	Art and Literature Appreciation	3(3-0-6)
CA 2019	Communication Arts Research	3(3-0-6)
		3(1-4-4)
LIVE2103 LIVE 2102	Acting for Live event Design for Live Event Creation and Management	3 (2-2-5)
	Total	18(16-7-35)

### Third Year

**First Semester**

Course Code	Course Title	Credits
LIVE 3104	Marketing Communication for Live Events	3(2-2-5)
LIVE 3102	Art Direction for Live Events	3(2-2-5)
LIVE 3105	Stage Management for Live Events	3(1-4-4)
LIVE 3101	Sound Creation and Production for Live Events	3(1-4-4)
	Major Elective	3(2-2-5)
	Major Elective	3(3-0-6)
	<b>Total</b>	<b>18 (11-14-29)</b>

**Second Semester**

Course Code	Course Title	Credits
LIVE 4103	Research methodology for Live Events	3(2-2-5)
LIVE 3103	Show Directing	3(1-4-4)
CA 4010	Law and Ethical Concern for Communication	3(3-0-6)
	Major Elective	<b>3(3-0-6)</b>
	Major Elective	<b>3(3-0-6)</b>
	<b>Total</b>	<b>15 (11-8-26)</b>

**Fourth Year****First Semester**

Course Code	Course Title	Credits
LIVE 3110	Live Event Creation and Management Internship	3(1-4-4)
LIVE 4104	Project Management for Live Events	3(1-4-4)
LIVE 4101	Live Event Creation and Management workshop I	3(1-4-4)
	Major Elective Course	3(3-0-6)
	Free Elective Course	3(3-0-6)
	<b>Total</b>	<b>15(15-6-33)</b>

**Second Semester**

Course Code	Course Title	Credits
LIVE 4102	Live Event Creation and Management workshop II	6(2-10-10)
	Major Elective	3(3-0-6)
	Free Elective	3(3-0-6)
	<b>Total</b>	<b>12 (12-6-27)</b>

## DEPARTMENT OF PUBLIC RELATIONS



### 2. Major Required Courses

45 Credits

		Credits
PR 2201	Marketing Public Relations	3(3-0-6)
PR 2202	Strategic Public Relations Campaign Planning and Evaluation	3(3-0-6)
PR 2203	Persuasive Communication	3(3-0-6)
PR 3214	Organization Communication	3(3-0-6)
PR 3215	Writing for Public Relations in English	3(2-2-5)
PR 3236	Content Strategy	3(3-0-6)
PR 3230	Digital Public Relations	3(2-2-5)
PR 4201	Corporate Communication and Stakeholder Relations	3(3-0-6)
PR 4221	Public Relations for Issue and Crisis Management	3(3-0-6)
PR 4227	Public Relations Senior Project for Marketing Communication	6(4-4-10)
PR 4228	Public Relations Senior Project for Social Campaign	6(4-4-10)
PR 4209	Seminar in Public Relations	3(2-2-5)
PR 4213	Public Relations Internship	3(200 Hours)

### 3. Major Elective Courses

15 Credits

Students can choose one of the two plans in the following.

Plan A: Major Concentration Courses

Students can choose one of two concentrations in the following.

- Concentration 1: "Relationship Management"

- Concentration 2: "Public Relations Campaign Execution"

Or Plan B: Major Elective Courses

#### Plan A: Major Concentration Courses

Public Relations students pursuing PLAN A must select a concentration in the major area below. Then, students must study three mandatory courses in the selected concentration and select two major elective courses from public relations to fulfill 15 credits.

##### Concentration 1: "Relationship Management"

PR 3227	Media Relations and Planning	3(3-0-6)
PR 4219	Community Relations	3(3-0-6)
PR 4233	Investor Relations	3(3-0-6)
	Public Relations Major Elective Course	
	Public Relations Major Elective Course	

##### Concentration 2: "Public Relations Campaign Execution"

PR 3218	Special Events Management for Public Relations	3(2-2-5)
PR 4232	Fundamental Design for Public Relations	3(2-2-5)
PR 4234	Traditional Media Production for Public Relations	3(2-2-5)
	Public Relations Major Elective Course	
	Public Relations Major Elective Course	

**Plan B: Major Elective Courses**

Public Relations students pursuing PLAN B must select any public relations major elective courses with any major required courses or major elective courses from Advertising, Digital Media Communication and Live Event Creation and Management as major elective courses upon completion of the prerequisites (if any) to fulfill 15 credits.

Credits

	PR 3216	Writing for Public Relations in Thai	3(2-2-5)
3(2-2-5)	PR 3224	Applied Research for Public Relations	
3(2-2-5)	PR 3225	Personality Development and Personal Branding	
3(3-0-6)	PR 3228	Intercultural Communication	
	PR 4226	Selected Topics in Public Relations	3(3-0-6)
	PR 4229	Public Speaking	3(2-2-5)
	PR 4230	Interactive Media for Public Relations	3(2-2-5)
	PR 4231	Sponsorship Management for Public Relations	3(2-2-5)
3(3-0-6)	PR 4235	Current Trends and Digital Literacy	
	PR 4236	Computer Graphic for Public Relations	3(2-2-5)

**4. Free Elective Courses****6 Credits**

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

**DEPARTMENT OF PUBLIC RELATIONS****Study Plan****First Year**

First Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
BG 1001	English I	3(2-3-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction Digital Media Communication	3(2-2-5)
CA 1002	Introduction to Photography and Cinematography	3(2-2-5)
GE 1403 OR GE 1405	Communication in Thai OR Thai Language and Culture	3(3-0-6)
	<b>Total</b>	<b>18(15-7-34)</b>

Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
BG 1002	English II	3(2-3-6)
GE 2101	World Civilization	3(3-0-6)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction Digital Media Communication	3(2-2-5)
CA 1025	Computer Graphic Design	3(2-2-5)
MGT 1101	Introduction to Business	3(3-0-6)
	<b>Total</b>	<b>18(15-7-34)</b>

**Second Year**

First Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
BG 2000	English III	3(2-3-6)
CA 2003	Presentation Technique	3(2-2-5)
MKT 2280	Principles of Marketing	3(3-0-6)
BG 1301	Fundamentals of Statistics	3(3-0-6)
GE 1102	Introduction to Philosophy	3(3-0-6)
GE 2202	Ethics	3(3-0-6)
	Total	18(16-5-35)

Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
BG 2001	English IV	3(2-3-6)
MGT 2900	Principles of Management	3(3-0-6)
CA 2019	Communication Arts Research	3(3-0-6)
PR 2201	Marketing Public Relations	3(3-0-6)
PR 2202	Strategic Public Relations Campaign Planning and Evaluation	3(3-0-6)
PR 2203	Persuasive Communication	3(3-0-6)
	Total	<b>18(17-3-36)</b>

**Third Year**

First Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
PR 3214	Organization Communication	3(3-0-6)
PR 3215	Writing for Public Relations in English	3(2-2-5)
PR 3230	Digital Public Relations	3(2-2-5)
	Major Elective	3(3-0-6)
	Major Elective	3(3-0-6)
	Total	15(13-4-28)

Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
PR 3236	Content Strategy	3(3-0-6)
PR 4201	Corporate Communication and Stakeholder Relations	3(3-0-6)
PR 4221	Public Relations for Issue and Crisis Management	3(3-0-6)
	Major Elective Course	3(3-0-6)
	Major Elective Course	3(3-0-6)
	Total	15(15-0-30)

Summer Session

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
PR 4213	Public Relations Internship	3(200 Hours)
	Total	3(200 Hours)

**Fourth Year**

First Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CA 4010	Law and Ethical Concerns for Communication	3(3-0-6)
PR 4227	Public Relations Senior Project for Marketing Communication	6(4-4-10)
	Major Elective Course	3(3-0-6)
	Free Elective Course	3(3-0-6)
	Total	15(13-4-28)

Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
PR 4228	Public Relations Senior Project for Social Campaign	6(4-4-10)
PR 4209	Seminar in Public Relations	3(2-2-5)
	Free Elective Course	3(3-0-6)
	Total	12(9-6-21)

## DEPARTMENT OF DIGITAL MEDIA COMMUNICATION



### 2. Major Required Courses

48 Credits

Students in Digital Media Communication Department have to take all the subjects in this group and students must get “C” in order to pass.

DM 2401	Media Context Analysis	3(3-0-6)
DM 2402	Narrative	3(3-0-6)
DM 2403	Digital Media Production and Management	3(2-2-5)
DM 2404	Digital Media Design	3(2-2-5)
DM 3401	Cinematography	3(2-2-5)
DM 3402	Editing Concept	3(2-2-5)
DM 3403	UI and UX Design	3(2-2-5)
DM 3404	Digital Motion Graphic	3(2-2-5)
DM 3405	Website and Application Design	3(2-2-5)
DM 3406	Sound Design for Digital Media Communication	3(2-2-5)
DM 3400	Internship	3(200 hrs)
DM 4401	Digital Media Communication Workshop I	6(4-4-10)
DM 4402	Digital Media Communication Workshop II	6(4-4-10)
DM 4403	Seminar in Digital Media Communication	3(3-0-6)

### 3. Major Elective Courses

15 Credits

Students can choose one of the two plans in the following.

Plan A: Major Concentration Courses

Students can choose one of two concentrations in the following.

- Concentration 1: “Motion Picture”

- Concentration 2: “Interactive Media”

Or Plan B: Major Elective Courses

#### Plan A: Major Concentration Courses

Digital Media Communication students pursuing **PLAN A** must select a concentration in the major area below. Then, students must study three mandatory courses in the selected concentration and select two major elective courses from public relations to fulfill 15 credits.

#### Concentration 1: “Motion Picture”

DM 3421	Screenwriting	3(3-0-6)
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DM 3422	Directing	3(2-2-5)
DM 3425	Lighting	3(2-2-5)
	Digital Media Communication Major Elective Course	
	Digital Media Communication Major Elective Course	

**Concentration 2: “Interactive Media”**

DM 3421	Screenwriting	3(3-0-6)
DM 3424	Digital Content Creation	3(3-0-6)
DM 3426	Innovation and Digital Technology	3(3-0-6)
	Digital Media Communication Major Elective Course	
	Digital Media Communication Major Elective Course	

**Plan B: Major Elective Courses**

Digital Media Communication students pursuing **PLAN B** must select any Digital Media Communication major elective courses with any major required courses or major elective courses from Advertising, Public Relations and Live Event Creation and Management as major elective courses upon completion of the prerequisites (if any) to fulfill 15 credits.

DM 3421	Screenwriting	3(3-0-6)
DM 3422	Directing	3(2-2-5)
DM 3423	Documentary	3(2-2-5)
DM 3424	Digital Content Creation	3(3-0-6)
DM 3425	Lighting	3(2-2-5)
DM 3426	Innovation and Digital Technology	3(3-0-6)
DM 4421	Advanced Photography and Digital Imaging	3(2-2-5)
DM 4422	Advanced Directing	3(2-2-5)
DM 4423	Advanced UI and UX Design	3(2-2-5)
DM 4424	Selected Topic in Digital Media Communication	3(2-2-5)

**4. Free Elective Courses 6 Credits**

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

**DEPARTMENT OF DIGITAL MEDIA  
COMMUNICATION**



**Study Plan**

**First Semester**

**First Year**

Course Code	Course Title	Credits
BG 1001	English I	3(2-3-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1002	Introduction to Photography and Cinematography	3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction Digital Media Communication	3(2-2-5)
GE 1403 OR GE1405	Communication in Thai OR Thai Language and Culture	3(3-0-6)
Total		18(15-7-34)

**Second Semester**

Course Code	Course Title	Credits
BG 1002	English II	3(2-3-6)
CA 1025	Computer Graphic Design	3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction Digital Media Communication	3(2-2-5)
MGT 1101	Introduction to Business	3(3-0-6)
GE 1102	Introduction to Philosophy	3(3-0-6)
Total		18(15-7-34)

**Second Year**

**First Semester**

Course Code	Course Title	Credits
BG 2000	English III	3(2-3-6)
BG 1301	Fundamentals of Statistics	3(3-0-6)
MKT 2280	Principles of Marketing	3(3-0-6)
CA 2003	Presentation Technique	3(2-2-5)
GE 2101	World Civilization	3(3-0-6)
GE 2202	Ethics	3(3-0-6)
	Total	18(16-5-35)

**Second Semester**

Course Code	Course Title	Credits
BG 2001	English IV	3(2-3-6)
MGT 2900	Principles of Management	3(3-0-6)
DM 2401	Media Context Analysis	3(3-0-6)
DM 2402	Narrative	3(3-0-6)
DM 2403	Digital Media Production and Management	3(2-2-5)
DM 2404	Digital Media Design	3(2-2-5)
	Total	18(15-7-34)

**Third Year****First Semester**

Course Code	Course Title	Credits
CA 2019	Communication Arts Research	3(3-0-6)
DM 3401	Cinematography	3(2-2-5)
DM 3402	Editing Concept	3(2-2-5)
DM 3403	UI and UX Design	3(2-2-5)
	Major Elective	3(2-2-5)
	Free Elective	3(3-0-6)
	Total	18(13-8-32)

**Second Semester**

Course Code	Course Title	Credits
DM 3404	Digital Motion Graphic	3(2-2-5)
DM 3405	Website and Application Design	3(2-2-5)
DM 3406	Sound Design for Digital Media Communication	3(2-2-5)
	Major Elective	3(2-2-5)
	Major Elective	3(2-2-5)
	Total	15(10-10-25)

**Third Semester**

Course Code	Course Title	Credits
DM 3400	Internship	3(200 hrs)
	Total	3(200 hrs)

**Fourth Year****First Semester**

Course Code	Course Title	Credits
CA 4010	Law and Ethical Concerns for Communication	3(3-0-6)
DM 4401	Digital Media Communication Workshop I	6(4-4-10)
	Major Elective	3(2-2-5)
	Free Elective	3(3-0-6)
	Total	15(12-6-27)

**Second Semester**

Course Code	Course Title	Credits
DM 4402	Digital Media Communication Workshop II	6(4-4-10)
DM 4403	Seminar in Digital Media Communication	3(3-0-6)
	Major Elective	3(2-2-5)
	Free Elective	3(3-0-6)
	Total	15(10-6-27)



Freedom, rights, duties, responsibilities and ethical considerations of communication professionals, libel law, printing regulation, copyright law, advertising regulations and self-regulations, telecommunication and broadcasting regulations, internet regulations, rating and censorship of entertainment materials.

**GE 2202 Ethics 3 (3-0-6) Credits**

Teachings of major world religions, the role of conscience, self-development in the moral arena, building self-esteem, self-knowledge, and good habits, distinguishing the right from the wrong, doing the right and refraining from the wrong, attaining a more fulfilling life.

#### Humanities Courses

**GE 1102 Introduction to Philosophy 3 (3-0-6) Credits**

History of Western, Greek, modern, and contemporary philosophy, focusing on metaphysics, epistemology, life value and application.

**GE 2101 World Civilization 3 (3-0-6) Credits**

Development of human society, rise and fall of civilizations, achievements and heritages of Western and Eastern civilizations since ancient times in order to understand their roots; globalization impacts on modern societies; cross-cultural society.

#### Science and Mathematics Courses

**BG 1301 Fundamentals of Statistics 3 (3-0-6) Credits**

Descriptive statistics, probability theory and inferential statistics, summarizing of data in tables and graphs, computation of descriptive statistics, rules of probability, probability distributions, confidence interval estimate of population parameters, hypothesis testing and simple linear regression.

#### Specialized Courses

**CA 1001 Introduction to Communication 3 (3-0-6) Credits**

Principles of communication, definition and types of communication, including principles of intrapersonal communication, interpersonal communication, small group communication, public communication and mass communication.

**CA 1002 Introduction to Photography and Cinematography 3 (2-2-5) Credits**

Basic theories and practice of photography and cinematography, uses of equipment, composition, principles of setting, types of lens through the applications in digital photography. Students will be assigned to create photographs suitable for various types of communication.

**CA 1021 Introduction to Advertising and Branding 3 (3-0-6) Credits**

Theories in advertising and branding, basic principles of advertising and branding, role of advertising and branding, products and services to consumers, analysis of products, markets and consumers. The course also covers process of the media selection, judgment of executions for advertising and branding, function and services of advertising and branding agency, including ethics and responsibility in the professions.

**CA 2003**                      **Presentation Technique**    **3 (2-2-5) Credits**  
Various techniques in presentation, public speaking and the use of audio-visual equipment in presentation to help students develop communication skills.

**CA 1022**                      **Introduction to Public Relations**    **3 (3-0-6) Credits**  
Basic principles of public relations, process of public relations, target group and equipment in public relations work, characteristics of public relations in organizations, such as business organizations, government departments and public charity organizations, including ethics for public relations.

**CA 1024**                      **Introduction to Digital Media Communication**    **3 (2-2-5) Credits**  
The course addresses the influential histories of communications media and technological development, focusing on the shift from analog to digital practices and cultures that began mid-century and continues to the present, the development of motion picture, radio, television and new media, general program production, function and relationship between different personnel involved, including basic production of digital media projects.

**CA 1023**                      **Introduction to Live Event Creation and Management**    **3 (2-2-5) Credits**  
Basic principles and the process of communication through live shows, event and performance, etc. including work flow, personnel and job allocation needed in putting up live show as well as considerations to be made for a stage and a broadcast.

**CA 2019**                      **Communication Arts Research**    **3 (3-0-6) Credits**  
*Prerequisite: BG 1203 Fundamentals of Statistics*  
Principles and methods of research process, framework, and methodology, including application of methods in research for development of projects in communication campaign.

**CA 1025**                      **Computer Graphic Design**    **3 (2-2-5) Credits**  
This course covers the basic concept of 2D computer graphic and how to transfer sketches to a computer such as designing an icons, vector and raster poster. Basic computer hardware, color theory and typography will be included into this course as well. Students will use standard computer and graphic software to reinforce communication skills

**MGT 1101**                      **Introduction to Business**    **3 (3-0-6) Credits**  
General introduction to business, philosophy, objectives and responsibility of business enterprises, business vocabulary, business and its environment emphasizing fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

**MKT 2280**                      **Principles of Marketing**    **3 (3-0-6) Credits**  
*Prerequisite: MGT 1101 Introduction to Business*

Principles and problems involved in transfer of goods and services from producer to consumer, consumer's buying motives, basic product, distribution, price, promotion mix strategies, and improvement of marketing efficiency.

**MGT 2900**                      **Principles of Management**    **3 (3-0-6) Credits**  
*Prerequisite: MGT 1101 Introduction to Business*

Definition and importance of management. Managerial functions: planning, organizing, leading-motivating and controlling, theory of management in modern corporate structure, management policies, departmentalization, centralization and decentralization, line and staff functions, and human resources management.

## **DEPARTMENT OF ADVERTISING**

**AD 2100 Consumer Insight 3 (3-0-6) Credits**

Framework for customer insights, aspect of consumer decision-making and application of these insights into communication and marketing propositions, fundamentals of customer value management, research tools and techniques for developing customer knowledge, customer insights and for becoming more customer-focused in the context of all communication campaign such as advertising, public relations, performance communication as well as the new media communication.

**AD 2101 Idea Generation in Advertising 3 (2-2-5) Credits**

Practical tools and methods of how to generate ideas, its application in marketing communication planning, and the exploration of inspiration sources of idea such as consumer insights, arts, as well as interesting research finding for the students to be able to apply those inspiration to their own projects.

**AD 2102 Principles of Marketing Communication 3 (3-0-6) Credits**

*Prerequisite: MKT 2280 Principles of Marketing*

General characteristics in communication and marketing communication process, including the analysis of structure, principles, and the relations of advertising, public relations, sales promotion, sales personnel and independent marketing.

**AD 3102 Advertising Media Planning 3 (3-0-6) Credits**

*Prerequisite: CA 2018 Consumer Insight*

Media selection that focuses on the quality and benefit of media suited to the purpose, types of target audience, timing and media cost in buying efficiently, including survey of strategies of advertising media planning, creative media purchase, evaluation of assessment, frequency and rates to reach the target audience, and market share.

**AD 3103 Advertising Creative Strategy (English) 3 (2-2-5) Credits**

*Prerequisite: CA 2018 Consumer Insight*

Communication management and creation of advertisement for print, radio and television broadcasting, development of advertising from definition to creation of advertising strategy, from creative strategy to advertising execution with emphasis on print, radio, television, film and poster in English.

**AD 3104 Advertising Creative Strategy (Thai) 3 (2-2-5) Credits**

*Prerequisite: CA 2018 Consumer Insight*

Communication management and creation of advertisement for print, radio and television broadcasting, development of advertising from definition to creation of advertising strategy, from creative strategy to advertising execution with emphasis on print, radio, television, film and poster in Thai.

**AD 3112 Brand Communication 3 (3-0-6) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Concepts, theories, principles, and case studies of strategic brand management and communication at local, regional, and global levels. Identifying brand position, defining brand personality, and designing brand elements to create brand identity. Using tools of brand communication to build brand equity.

**AD 3113 Customer Relationship Management 3 (3-0-6) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Theories, practices, and applications of direct database and e-commerce marketing strategies, consumer and business-to-business marketing, integration of online and offline marketing strategies, and management of customer relationships.

**AD 3114 Interactive Advertising and Marketing Communication 3 (3-0-6) Credits**

*Prerequisite: CA 1021 Introduction in Advertising and Branding*

The course covers an implementation of interactive advertising and marketing communication, including the identification and analysis of in-depth interactive data to create the effective interactive models, method to utilize the new media to gain interactivity which is an enhancement of the involvement the consumers have in advertising.

**AD 3119 Advertising and Marketing Communication Research 3 (2-2-5) Credits**

*Prerequisite: CA 2019 Communication Arts Research*

Various roles of advertising and marketing communication research in advertising and brand communication, implication of research methodology and process, including conducting quantitative and qualitative research as part of campaign planning.

**AD 4100 Seminar in Advertising 3 (3-0-6) Credits**

Facts and conditions in relation to problems, concerns and ethical issues in advertising, trends and new possibilities of advertising as communication tools, including analyzing the current situations and proposing possible solutions or opportunities for such situation, plus critical thinking towards dilemmas and perspectives of certain topics.

**AD 4101 Advertising Workshop I 6 (6-2-10) Credits**

*Prerequisites: BG 2000 English III*

*CA 1021 Introduction in Advertising and Branding*



CA 2019 Communication Arts Research  
AD 2102 Principles of Marketing Communication  
AD 3119 Advertising Research and Marketing Communication

Training in advertising and communication planning through the study of marketing trends, analysis of data, planning of marketing promotion. Students will be trained to work as advertising agency under the supervision of the instructor.

**AD 4102 Advertising Workshop II 6 (6-2-10) Credits**

*Prerequisites: AD 4101 Advertising Workshop I*

A continuing training at a higher level in producing advertisements based on the advertising strategy.

## DEPARTMENT OF ADVERTISING – major elective

**AD 3120 Integrated Marketing Communication Planning and Strategy 3 (2-2-5) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Planning and Management of advertising and marketing communication campaign, including integration of various communication tools, media strategy formulation, selections and measurement of campaign effectiveness. The course focuses on strategic communication that aligns with business and marketing planning to collide with business and entrepreneurship orientation

**AD 3121 Strategic Situation Analysis 3 (3-0-6) Credits**

*Prerequisite: AD2102 Principles of Marketing Communication*

The course focuses on development of presentation design and presentation elements that are impactful and effective for campaign planning and analysis. The analysis involves examination and evaluation of the internal and external elements and will be used to forecast trends and opportunity in a particular company's market effectively.

**AD 3122 Presentation Design for Campaign Planning 3 (2-2-5) Credits**

*Prerequisite: AD3103 Advertising Creative Strategy (English)*

*Or AD 3104 Advertising Creative Strategy (Thai)*

The course focuses on development of presentation design and presentation elements that are impactful and effective for campaign planning and campaign presentation. The course involves individual and group presentation for the students to learn leadership and teamwork skills during presentation design process.

**AD 3120 Integrated Marketing Communication Planning and Strategy 3 (2-2-5) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Planning and Management of advertising and marketing communication campaign, including integration of various communication tools, media strategy formulation, selections and measurement of campaign effectiveness. The course focuses on strategic communication that aligns with business and marketing planning to collide with business and entrepreneurship orientation.

**AD 3123 Corporate Brand Communication 3 (3-0-6) Credits**

*Prerequisite: AD 3112 Brand Communication*

Concepts, theories, principles, and case studies of strategic corporate brand management and communication at local, regional, and global levels. Understanding brand architecture, brand hierarchy, and brand role at the corporate level. Conducting brand audit to measure brand equity, recognizing problems, and proposing strategic recommendations. Using tools of brand communication to build brand equity in various brand scenarios.

**AD 3124 Strategic Brand Positioning 3 (3-0-6) Credits**

*Prerequisite: AD 3112 Brand Communication*

Case studies of strategic brand positioning of local, regional, and global brands. Understanding competitive landscape, identifying direct and indirect competitors, and analyzing competitor brand identity to conclude points-of-parity and points-of-difference. Targeting and profiling primary and secondary targets to identify and define effective brand position and brand personality.

**AD 3106 Art Direction 3 (2-2-5) Credits**

*Prerequisite: CA 1021 Introduction to Advertising and Branding*

Art direction, development of basic art skills, its impact in terms of color combination, layout format, typography and visual composition in both print and TV on effective advertising.

**AD 3107 Copywriting (Thai) 3 (2-2-5) Credits**

*Prerequisite: AD2102 Principles of Marketing Communication*

Copywriting in Thai through analysis of effectiveness of advertisements in the media, significant characteristics of advertisements appropriately applied, and practice in the art of copywriting in Thai.

**AD 3108 Copywriting (English) 3 (2-2-5) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Copywriting in English through analysis of effectiveness of advertisements in the media, significant characteristics of advertisements appropriately applied, and practice in the art of copywriting in English.

**AD 3125 Production Design for Advertising and Brand Communication**

**3 (2-2-5) Credits**

*Prerequisite: AD 3103 Advertising Creative Strategy (English)*

*Or AD 3104 Advertising Creative Strategy (Thai)*

Using innovation and creativity for visual and audio production across traditional and new media platforms for advertising and brand communication, branded-content design and production, and integration of various types of media.

**AD 3106 Art Direction**

**3 (2-2-5) Credits**

*Prerequisite: CA 1021 Introduction to Advertising and Branding*

Art direction, development of basic art skills, its impact in terms of color combination, layout format, typography and visual composition in both print and TV on effective advertising.

**AD 3107 Copywriting (Thai)**

**3 (2-2-5) Credits**

*Prerequisite: AD2102 Principles of Marketing Communication*

Copywriting in Thai through analysis of effectiveness of advertisements in the media, significant characteristics of advertisements appropriately applied, and practice in the art of copywriting in Thai.

**AD 3108 Copywriting (English)**

**3 (2-2-5) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Copywriting in English through analysis of effectiveness of advertisements in the media, significant characteristics of advertisements appropriately applied, and practice in the art of copywriting in English.

**AD 3117 Advertising and Popular Culture**

**3 (3-0-6) Credits**

*Prerequisite: CA 1021 Introduction to Advertising and Branding*

A study of advertising and popular culture. Students will explore advertising from various perspectives of culture and popular culture. The course involves the understanding how these cultures affect creativity and audience and how influencer marketing works in popular culture.

**AD 3120 Integrated Marketing Communication Planning and Strategy** **3 (2-2-5) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

Planning and Management of advertising and marketing communication campaign, including integration of various communication tools, media strategy formulation, selections and measurement of campaign effectiveness. The course focuses on strategic communication that align with business and marketing planning to collide with business and entrepreneurship orientation

**AD 3121 Strategic Situation Analysis**

**3 (3-0-6) Credits**

*Prerequisite: AD 2102 Principles of Marketing Communication*

The course focuses on an analysis in many dimensions; including business analysis, marketing analysis, brand analysis, and communication analysis. The analysis involves examination and evaluation of the internal and external elements and will be used to forecast trends and opportunity in a particular company's market effectively.

**AD 3122 Presentation Design for Campaign Planning**

**3 (2-2-5) Credits**

*Prerequisite: AD 3103 Advertising Creative Strategy (English)*

*Or AD 3104 Advertising Creative Strategy (Thai)*

The course focuses on development of presentation design and presentation elements that are impactful and effective for campaign planning and campaign presentation. The course involves individual and group presentation for the students to learn leadership and teamwork skills during presentation design process.

**AD 3123 Corporate Brand Communication**

**3 (3-0-6) Credits**

*Prerequisite: AD 3112 Brand Communication*

Concepts, theories, principles, and case studies of strategic corporate brand management and communication at local, regional, and global levels. Understanding brand architecture, brand hierarchy, and brand role at the corporate level. Conducting brand audit to measure brand equity, recognizing problems, and proposing strategic recommendations. Using tools of brand communication to build brand equity in various brand scenarios.

**AD 3124 Strategic Brand Positioning**

**3 (3-0-6) Credits**

*Prerequisite: AD 3112 Brand Communication*

Case studies of strategic brand positioning of local, regional, and global brands. Understanding competitive landscape, identifying direct and indirect competitors, and analyzing competitor brand identity to conclude points-of-parity and points-of-difference. Targeting and profiling primary and secondary targets to identify and define effective brand position and brand personality.

**AD 3125 Production Design for Advertising and Brand Communication**

**3 (2-2-5) Credits**

*Prerequisite: AD3103 Advertising Creative Strategy (English)*

*Or AD 3104 Advertising Creative Strategy (Thai)*

Using innovation and creativity for visual and audio production across traditional and new media platforms for advertising and brand communication, branded-content design and production, and integration of various types of media.

**AD 3126-30 Selected Topics in Advertising I**

**3 (3-0-6) Credits**

*Prerequisite: CA 1021 Introduction to Advertising and Branding*

The course emphasizes on an exploration and analysis of selected topics in advertising. The topic will be announced semester by semester.

**AD 3131-35 Selected Topics in Advertising II**

**3 (2-2-5) Credits**

*Prerequisite: CA 1021 Introduction to Advertising and Branding*

The course emphasized on an exploration and practice of selected topics in advertising. The topic will be announced semester by semester.

**DEPARTMENT OF LIVE EVENT CREATION AND MANAGEMENT**

**LIVE 2101 Script Analysis and Creation for Live Events**

**3(2-2-5) Credits**

*Prerequisite: CA 1023 Introduction to Live Event Creation and Management*

Critical analysis of script structure, genre, theme, style, sub-text meaning, dramatic event, semiotics and point of view of the story-teller. Principles of storytelling for live events and performance, elements of script and story-telling, creating theme, plot and story as well as creating characters, use of dramatic and character's actions to tell the story.

**LIVE 2102 Design for Live Event Creation and Management**

**3(2-2-5) Credits**

Basic elements of arts and design in live events and performance, basic designing such as point, line, form, shape, space utilization, color, pattern, texture, balance, proportion, rhythm, emphasis, unity including the basic sketch design, conveying ideas, process of designer working in costume, scenic, lighting design as well as unity of visualization in live events.

**LIVE 2103 Acting for Live Events**

**3 (1-4-4) Credits**

Basic acting, understanding the relation between vocal and physical expression for performance purpose including communication, physical and vocal preparation, relaxation, concentration, body movement, space usage for performance, imagination, emotion, creating character,

character interpretation, creative movement, awareness, objective of character for play, improvisation skill, scene interpretation, and integration of vocal and physical skill for performance.

**LIVE 2104 Art and Literature Appreciation**

**3(3-0-6) credits**

Prerequisite: CA 1001 Introduction to Communication

Aesthetic perspective, artistic styles, visual elements, performing arts, entertainment multimedia, literature, fine arts, music and film.

**LIVE 3101 Sound Creation and Production for Live Events**

**3(2-2-5) Credits**

Basic sound utilization and sound creation for performance/ live event. Principles of sound classification, sound acoustic, influence conditions of sound quality. Sound selection, sound creation, dubbing, sound effects for live event and performance, basic recording, processes, and responsibility of sound function in live event and performance production

**LIVE 3102 Art Direction for Live Events**

**3(2-2-5) Credits**

Prerequisite: LIVE 2102 Design for Live Event Creation and Management

Art Direction for live events and performance. Function, consistency of performance art directing and visual elements, design concept of scenery, property, costume and lighting, and Multimedia in live events and performance. Understanding in principles of corporate design, interpretation and conceptualization for live events and performance.

**LIVE 3103 Show Directing**

**3 (1-4-4) Credits**

Prerequisite: LIVE 2102 Design for Live Event Creation and Management

LIVE 2103 Acting for Live Events.

Show directing process of directing in live events and performance, responsibility of directing function, script analysis, stage composition and blocking design, director's design concept, rehearsal process, conveying theme, concept and idea with directing, and character analysis.

**LIVE 3104 Marketing Communication for Live Events**

**3(2-2-5) credits**

Prerequisite: MKT 2280 Principles of Marketing

Marketing for live events and performance, principles of financial and budgeting management, writing a proposal, setting up marketing/ PR plan and developing communication plan for marketing and evaluation.

**LIVE 3105 Stage Management for Live Events**

**3 (1-4-4) Credits**

Prerequisite: CA1023 Introduction to Live Event Creation and Management

Stage/ management for live events, process of stage management from pre-production, production to post-production, responsibility of stage management function, and the preparation for internship in function of backstage in live events production.

**LIVE 3110 Live Event Creation and Management Internship**

**3 (1-4-4) Credits**

Prerequisite: LIVE 3105 Stage Management for Live Events

Significant experiential learning opportunity with a live event or performance production company or an organization. The links between classroom learning and student interest to apply in the work setting. An understanding of the internship site's work process, mission and function through student's direct observation, reflection and evaluation.

**LIVE 4101 Live Event Creation and Management Workshop I**

**3 (1-4-4) Credits**

Prerequisite: LIVE 3105 Stage Management for Live Events

LIVE 3110 Live Event Creation and Management Internship

Pre-production process of performance production, production planning, budgeting /financial plan, script preparation, script interpretation, marketing and PR plan, directing preparation, audition process, and research in theatrical design in properties, scenic, costume, light and sound.

**LIVE 4102 Live Event Creation and Management Workshop II**

**3 (1-4-4) Credits**

Prerequisite: LIVE 3104 Marketing Communication for Live Events

Pre-production process of performance production, production planning, budgeting /financial plan, script preparation, script interpretation, marketing and PR plan, directing preparation, audition process, and research in theatrical design in properties, scenic, costume, light and sound.

**LIVE 4103 Research Methodology for Live Events**

**3(2-2-5) credits**

Research methodology and interdisciplinary approach to solve research problems. Topics include asking the 'right' questions, procedures in conducting research, basic principles of research, random sampling, questionnaire design, experimental research design, and content and research data analysis.

**LIVE 4104 Project Management for Live Events**

**3 (1-4-4) Credits**

Integration of knowledge, skills, and techniques acquired throughout the course in order to conduct research project proposal, managing, handling and planning for approval live event projects, live event campaigns, and academic research projects.

**LIVE 3201 Creative Writing and Script Adaptation for Live Events**

**3(2-2-5) credits**

Prerequisite: LIVE 2101 Script Analysis and Creation for Live Events

Script writing and creation. selecting story for script adaptation, dimensions and perspectives for adaptation, script adaptation for various purpose, revising script in Thai for theatre, film TV and other forms of live events.

**LIVE 3202 Costume and Make up**

**3 (1-4-4) Credits**

Prerequisite: LIVE 2102 Design for Live Event Creation and Management

LIVE 3102 Art Direction for Live Events

Selecting costume and make up for performance, usage of costume, concept of costume and make up selection for performance, time and space for appropriate selection, history of costumes, definition of costume, types of costume, costume and fashion, process of costume design and selection, and straight make-up and fancy make-up workshop.

**LIVE 3203 Advanced Acting for Live Events****3 (1-4-4) Credits**

Advanced acting to interpret and analyze script the use of imagination, emotion, creating character, character interpretation, creative movement, awareness, objective of character for play, improvisation skill, scene interpretation, and integration of vocal and physical skill for live events and performance.

**LIVE 3204 Personality Development****3 (1-4-4) Credits**

Personality development, mental and physical preparation, self-acknowledgement, SWOT analysis, human nature, human perception, law of attraction, self-esteem, self-confidence, gesture, facial expression, vocal training, public speaking, wardrobe and make-up for different occasions.

**LIVE 3205 Lighting and Multimedia Design for Live Events****3 (1-4-4) Credits**

Prerequisite: LIVE 2102 Design for Live Event Creation and Management

Stage lighting and multimedia design, production process of lighting function, lighting instrument and equipment, lighting and multimedia practice, electricity for lighting, lighting and multimedia plan, lighting and multimedia cue, script analysis for lighting design, lighting research, design concept, lighting sketch, critical stage lighting, rhythm and emotion creativity with lighting.

**LIVE 3206 Property and Scene Design****3 (1-4-4) Credits**

Prerequisite: LIVE 2102 Design for Live Event Creation and Management  
LIVE 3102 Art Direction for Live Events

Creating scenery and property in live events and performance space. Utilization of scenery and property design process including design document, concept of scenery and props, form and style of scenery, idea and design concept, fundamental stage craft, materials and tools for scene and prop creation.

**LIVE 4201 Art and Culture in 21<sup>st</sup> Century****(3-0-6) credits**

Cultivating art and culture in 21<sup>st</sup> Century and Learning cross-cultural theory in terms of its physical, geographical, psychological, linguistic and ethonological frameworks to enhance ability to recreate stories in live events and performance for its audiences.

**LIVE 4202 Cultural Events and Festival Management****3(2-2-5) credits**

A wide range of cultural events and the management of cultural events and festivals around the globe to gain a deeper understanding of festival and cultural event cores and structures from the transformation of the media industries by political economy, culture and technological changes, and trends include international media policies, and how such transformation creates an impact on content across media platforms in live events and performance.

**LIVE 4203 Promotion and Strategy for Live Events****3(2-2-5) credits**

Promotion and strategies of live event and performance marketing as a theoretical framework within the entertainment industry that ranges from live performances, live events and media-related performance located as the core concern. The application of promotion and strategy of marketing concepts relevant to various kinds of entertainment industries, budgeting considerations and propositions, identifying and analysing target markets and audiences, and selling and presenting live events and entertainment products

**LIVE 4204 Selected Topics in Live Event Creation and Management****3(3-0-6) credits**

Prerequisite: CA 1023 Introduction to Live Event Creation and Management

Live Event Creation and Management development in social context, Live Event Creation and Management effect or phenomenon of Live Event Creation and Management in society, culture and people.

**LIVE 4205 Approaches and Concept of Criticism in Live Events****3(3-0-6) credits**

A survey of significant approaches and concepts of criticism to live events and performance to employ interdisciplinary methodology and begin with an introduction to formalism, realism, the concept of authorship in live events and performance. The structuralism, post-structuralism, and specific strains of critical thinking and criticism. Performance theories together with the important theorist figures in the field will also be examined.

## DEPARTMENT OF PUBLIC RELATIONS

**PR 2201****Marketing Public Relations****3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Strategies and implementations of public relations to attain various marketing objectives, how marketers effectively and efficiently use public relations in marketing communication campaign to build brand, win acceptances among consumers and gain competitive advantage in the marketplace.

**PR 2202****Strategic Public Relations Campaign Planning and Evaluation****3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Strategic public relations planning through the development of the public relations campaign for business, social, political, and other purposes including the evaluation strategies.

**PR 2203** **Persuasive Communication** **3 (3-0-6) Credits**

*Prerequisite: CA 1001 Introduction to Communication*

Components, tools and applications of basic psychology and social psychology for persuasive communication, in order to understand audience behavior, including the current concepts and practices.

**PR 3214** **Organizational Communication** **3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Theories and concepts of organizational communication to deal with the organization's employees, including the various theories and practice of strategic communication in the organization as well as the management of effective internal communication programs, goals of internal communication such as sustaining morale and good employee relations, informing employees about internal changes, communication to increase employees' understanding of the organization's products and services, organization's ethics, and culture.

**PR 3215** **Writing for Public Relations in English** **3 (2-2-5) Credits**

*Prerequisites: BG 2001 English IV*

*CA 1022 Introduction to Public Relations*

Public relations writing for diverse audiences using a variety of formats such as news releases, photo captions, media advisories, pitch letters, brochures/posters, speeches and newsletters. Students will be assigned to write by reviewing good writing principles to create effective public relations materials. Exercises cover how to apply and produce writing materials for public relations purposes. This course will use English as medium of instruction

**PR 3230** **Digital Public Relations** **3 (2-2-5) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Technical and theoretical elements that compose digital media and social media, approaches to listening, monitoring and measuring, writing for digital media, strategic approaches to engage in digital media and social media, ethics, disclosure, applicable laws, security and privacy as well as application of digital media for public relations purposes of the various types of organizations.

**PR 3231** **Content Strategy** **3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations  
PR 2203 Persuasive Communication*

Content which is well-planned and consistently executed can raise sales and profit margins, lower customer complaints, and decrease the workload and stress levels of content creators. This module aims to illustrate an insight and overview of strategic content planning from both theoretical and practitioner perspectives. This course will discuss on how to optimize own media outlets with content created for target customers while understanding the best practices and tools used to create online content in short and long form. The course will also focus on a clear, practical framework for implementing content strategy principles in organizations of any size.

**PR 4201** **Corporate Communication and Stakeholder Relations** **3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Corporate image, identity and reputation building, including how to conduct image audits, write corporate communication plans as well as understand corporate social responsibility concept.

**PR 4221** **Public Relations for Issue and Crisis Management** **3 (3-0-6) Credits**

*Prerequisite: CA 1022 Introduction to Public Relations*

Nature of issues and crisis management from a strategic communication perspective, various issues, risks and crisis situations, current case studies on strategic issues, risks, and crisis communication methods, including how to develop a crisis communication plan.

**PR 4227** **Public Relations Senior Project for Marketing Communication** **6(4-4-10) Credits**



Concepts, principles, and techniques of personality development, impression management and personal branding, appropriate authentic self-presentation, improvement of external image such as make-up, hairstyling, dressing, social communication through social events such as host or guest and preparing for media appearance. Students will be assigned to utilize them to create an image or brand for themselves as well as celebrities.

**PR 3227** **Media Relations and Planning** **3(2-2-5) Credits**

Prerequisites: *CA 1022 Introduction to Public Relations*

*PR 3215 Writing for Public Relations in English*  
*OR PR 3216 Writing for Public Relations in Thai*

Strategic relationships and use of public relations tools to communicate with the media, nature of the mass media, strategic communication planning, media planning and evaluation theories including how to prepare the press kit, press conference, press tour, and how to be corporate spokesperson.

**PR 3228** **Intercultural Communication** **3(3-0-6) Credits**

Prerequisites: *CA 1001 Introduction to Communication*  
*CA 1022 Introduction to Public Relations*

Fundamental elements of intercultural communication, basic intercultural theories, socio-cultural influence, psycho-cultural influence, environmental influence, differences of non-verbal and verbal communication in various cultural background, building and maintaining relationship in multi-culture society, adjusting and developing the working style when cooperating in new culture as well as designing and implementing effective public relations programs to suitably achieve success in diverse market.

**PR 4219** **Community Relations** **3(3-0-6) Credits**

Prerequisite: *CA 1022 Introduction to Public Relations*

Community relations, corporate social responsibility, strategies, engagement for developing long-term relations, developing communication platform for communicating with community groups, including planning, implementation, monitoring, and evaluation. Students will be assigned to apply the concepts for building the relationship with both offline and online community.

**PR 4226** **Selected Topics in Public Relations** **3(3-0-6) Credits**

Prerequisite: *CA 1022 Introduction to Public Relations*

Selected topics which are not covered in regular departmental course offerings. Topics will be announced in advance.

**PR 4229** **Public Speaking** **3(2-2-5) Credits**

Prerequisite: *CA 1022 Introduction to Public Relations*

Public speaking techniques for informative, impromptu, persuasive, and inspirational speeches. Practically coping with the fear of speaking in public and increasing confidence on the stage. Aiming to receive more favorable responses from the audience, become a more effective public speaker as well as improving listening skills and adapting basic etiquettes as listeners.

**PR 4230** **Interactive Media for Public Relations** **3(2-2-5) Credits**

Prerequisite: *CA 1022 Introduction to Public Relations*

An integrated approach is adopted to provide students with knowledge of communication concepts and the public relations campaign strategies associated with traditional and new media: from interpersonal communication to interactive technologies. Students will learn how to plan public relations, sponsorship, donor and media campaigns; manage issues and crises; and resolve ethical dilemmas. This subject will focus, in particular, on the interpersonal and organizational communication strategies and tactics required for a range of new media technologies, including blogs, wikis and social networking sites.

**PR 4231** **Sponsorship Management for Public Relations** **3(2-2-5) Credits**

Prerequisite: *CA 1022 Introduction to Public Relations*

A thorough understanding of sponsorship management from both theoretical and practical point of views. It introduces students how to plan, design sponsorship proposal, obtain potential sponsors, maximize sponsorship exposure and measure sponsorship effectiveness. With this knowledge, PR practitioners will be able to implement the whole process of sponsorships.



**PR 4232** **Fundamental Design for Public Relations** **3(2-2-5) Credits**

*Prerequisite:* CA 1022 Introduction to Public Relations

Fundamental components for design in both 2 dimensions and 3 dimension, power point presentation, brochure, press kits and packaging design for PR. Composition fundamental, aesthetics in design, production process for designed PR materials.

**PR 4233** **Investor Relations** **3(3-0-6) Credits**

*Prerequisite:* CA 1022 Introduction to Public Relations

Factors influencing investment decisions, interpreting and communicating financial data, understanding relevant regulations, corporate governance best practices, effective use of investor communication tools, and working with such audiences as institutional and retail investors, sell-side analysts, and financial media.

**PR 4234** **Traditional Media Production for Public Relations** **3(2-2-5) Credits**

*Prerequisite:* CA 1022 Introduction to Public Relations

Production processes and impacts of the traditional media such as; newspapers, magazines, tabloids, radio programs, and television programs. Principles, theories and history of traditional media. Practice on the media production (magazines, radio and television) and the knowledge of how to effectively communicate through the traditional media.

**PR 4235** **Current Trends and Digital Media Literacy** **3(3-0-6) Credits**

*Prerequisite:* CA 1022 Introduction to Public Relations

Elements and concepts of the macro-environment structure (political, economic, social technological, legal, and environmental structures), its relationship to media and individuals, including the concepts of digital media literacy such as skills, tools, vocabularies to understand the important role media play in shaping, reflecting, and subverting the social realities, as well as skills of experiencing, interpreting, analyzing and making media products.

**PR 4236** **Computer Graphic for Public Relations** **3(2-2-5) Credits**

*Prerequisites:* CA 1022 Introduction to Public Relations  
CA 1025 Computer Graphic Design

Application of public relations tools and techniques, especially, computer graphic and computer-generated presentations, including how to use graphic program to produce pamphlets, brochures, newsletters and other publications used by public relations practitioners.

## DEPARTMENT OF DIGITAL MEDIA COMMUNICATION

**DM 2401 Media Context Analysis** **3(3-0-6) Credits**

*Prerequisite:* CA1024 Introduction to Digital Media Communication

A study of media content, this course will teach the students how to analyze various forms of media and the impact it has on the society. They will understand the evolution of the content, why changes taking place and where the industry trend is going in the future.

**DM 2402 Narrative** **3(3-0-6) Credits**

*Prerequisite:* CA1024 Introduction to Digital Media Communication

A study of story-telling, this course will explore various genre and narrative structure. Student will be taught the four types of literary elements (plot, theme, setting, and character). Students will also learn how to format their own plot professionally before it can be applied to a digital media project.

**DM 2403 Digital Media Production and Management** **3(2-2-5) Credits**

*Prerequisite:* CA1024 Introduction to Digital Media Communication

A study of digital media and motion picture workflow, in this course, the students will learn about the production process and management for digital media. They will also be taught role and responsibilities for each production crew as well as production related terminologies.

**DM 2404 Digital Media Design** **3(2-2-5) Credits**

*Prerequisite:* CA 1025 Computer Graphic Design

Introduction to the fundamental of art and design for digital media which starts with the understanding of the basic principles of design. The essential learning offers in this course will furnish understudy of a visual dialect that enables aptitude in design communication and art direction

**DM 3401 Cinematography****3(2-2-5) Credits***Prerequisite: CA1024 Introduction to Digital Media Communication*

This course is designed to give students an introduction to the technical and conceptual aspects of cinematography through short format filmmaking. This class will explore the tools and techniques that will help them communicate the visual language of cinematography. Students will receive hands-on experience with a professional cinematographer while completing group and individual projects.

**DM 3402 Editing Concept****3(2-2-5) Credits***Prerequisite: CA1024 Introduction to Digital Media Communication*

A study of various editing technique used in production, this course will teach the student how to combine shots together that will tell a coherent story. It will start with the basic types of editing which are continuity editing and montage, but will also explore various cutting techniques and the effect it has on the story-telling as well as the emotional response from the audience.

**DM 3403 UI and UX Design****3(2-2-5) Credits***Prerequisite: DM 2401 Media Context Analysis*

The study of designing for interactive media, this course will emphasize on how to create user friendly design with clear and easy to understand user interface that will result in positive feedback from users. The students will learn how to conduct observational research as well as prototype testing to ensure that the message is clear and their design is successful.

**DM 3404 Digital Motion Graphic****3(2-2-5) Credits***Prerequisite: CA 1025 Computer Graphic Design*

A study of motion graphic, this course will teach about various effects and animation techniques used in post-production. The students will learn how to animate element such as text and vector in order to incorporate them with the footage. They will also use compositing software to create various type of visual effect in a professional way.

**DM 3405 Website and Application Design****3(2-2-5) Credits***Prerequisite: CA 1025 Computer Graphic Design*

This course is an introduction to web design and application design. Students will learn how to plan the project planning process, how to critique the web and application project, and how to design and create website based on the grids system and text-formatting to enhance the web pages and application design. Student are introduced to developing website by using HTML (Hypertext Markup Language) and CSS (Cascading Style Sheet) and understanding the purpose of designing application and website.

**DM 3406 Sound Design for Digital Media Communication****3(2-2-5) Credits***Prerequisite: CA1024 Introduction to Digital Media Communication*

This course offers principles of sound design, music appreciation, sound recording on set, automated dialogue replacement (ADR), sound editing and mastering. Students will become familiarize with the audio equipment, including but not limit to, wireless microphone, boom microphone, and the recording studio.

**DM 3400 Internship****3(200 Hours)***(For DM Students Only)*

Students will apply to study with professionals in digital media industry. Students will learn the day-to-day process of creating digital media by professionals within the industry and receive hands on experience working in the field. They will also be asked to analyze and report on their experience.

**DM 4401 Digital Media Communication Workshop I****6(4-4-10) Credits***Prerequisite: BG 2000 English III**DM 3404 Digital Motion Graphic**DM 3405 Website and Application Design*

A study of pre-production process, this course is the first half of the senior project for digital media communication students. The students must show their understanding of how the market distributes content across wide range of media platforms, including film, television and new media. Alongside the practical skills the students will gain from this course, they will also explore how to manage production process, create successful project pitches and work collaboratively within creative teams.

**DM 4402 Digital Media Communication Workshop II****6(4-4-10) Credits***Prerequisite: BG 2000 English III**DM 4401 Digital Media Communication Workshop I*

A study of the entire work process of media production, this is the second half of the senior workshop for digital media students. The students will be asked to follow through on their pitch from Digital Media Communication Workshop I and create a complete creative work in a form a movie, documentary, or an interactive application; using all their knowledge acquired from their years of studying within the department.

**DM 4403 Seminar in Digital Media Communication****3(3-0-6) Credits***(For DM Students Only)*

A study of new media trend and communication technology, this course will help students understand various current issues related to media and the impact they have on society and culture by studying with professional within the industries.

**DM 3421 Screenwriting****3(3-0-6) Credits***Prerequisite: DM 2402 Narrative*

A study of fundamentals of screenwriting. The course starts from scratch, with the seed of an idea right up to completing a professional script in accordance with industry standards. The students are trained in ideation, three act structure, developing character, plotting and scene structure. It will establish a common vocabulary for approaching the screenplay and form the basis for upcoming courses in dramatic adaptation, the crime screenplay, and other genres and skills.

**DM 3422 Directing****3(2-2-5) Credits**

*Prerequisite: DM 2402 Narrative  
DM 3401 Cinematography*

This course will give the students the experiences that the directors have working in the field, specifically how he or she interact with actors, various designers (light, sound, and production) and editors. Students will direct an original dramatic performance that tells a coherent story and emotionally engages the audience.

**DM 3423 Documentary****3(2-2-5) Credits**

*Prerequisite: DM 2402 Narrative  
DM 3401 Cinematography*

The study of non-fiction filmmaking, which serves as providing answer to an inquiry. Students will develop and produce their own documentary which must answer a question that was proposed at the beginning of the semester. The students will use various non-fiction production methods to tell the stories, including but not limit to: reenactments, interviews, and first-hand field research.

**DM 3424 Digital Content Creation****3(3-0-6) Credits**

The course focuses on concepts and principles of digital media, the effect of the media on society, down to idea generation and presentation in digital platform. Students will learn how to transform ideas into writing, video, and audio forms to reach the prospective audience and new media users.

**DM 3425 Lighting****3(2-2-5) Credits**

*Prerequisite: DM 3401 Cinematography*

This course is designed to give students an overall competency in motion picture lighting, combining the art of seeing with the science of exposure control. Students learn how to light the actors on the set for the master shot, the close-up, reverse angle and cross key-light setups, as well as lighting for movement and for blue screen effects.

**DM 3426 Innovation and Digital Technology****3(3-0-6) Credits**

This course focuses on trend and upcoming innovation and digital technology; student learns the characteristics, roles and functions of innovation and digital technology and implements the knowledge to the digital media for communication.

**DM 4421 Advanced Photography and Digital Imaging****3(2-2-5) Credits**

*Prerequisite: CA 1002 Introduction to Photography and Cinematography*

Intensive course for students who are interested in professional photography in digital media industry. Classical theories and new approaches are the main content of the course. Students will receive training to help them achieve their professional goal.

**DM 4422 Advanced Directing****3(2-2-5) Credits**

*Prerequisite: DM 3422 Directing*

A more advance course than DM3422, students will be asked to select his or her own team in order to produce a professional quality production using the resources they proposed at the beginning of the semester.

**DM 4423 Advanced UI and UX Design****3(2-2-5) Credits**

*Prerequisite: DM 3403 UI and UX Design*

A study of solving problem with user-centered design with user research to create the best solution. Students will learn to create personas, user flows, wireframes, and visual mockups using prototype tools. Students will also have to perform variety of methods of usability testing and become comfortable with presenting, selling, defending, and critiquing their work in professional level.

**DM 4424 Selected Topic in Digital Media****3(2-2-5) Credits**

*(For DM Students Only)*

Students will learn about the latest in digital media technology development in communication, as well as the effect it has on culture and society. The content of this course will continue to evolve in order to keep up with the digital media trend.