Study Plan Template for Advising Record (For student ID. 55-59)

Academic Year 2/2020

Please fill grade result in the blank for each subject that already complete before consulting with advisor. If any subject does not include in the list, please put in remark area in which related subject.

General Information

Student ID	
Student Name	
Telephone Number	
E-mail	
Advisor name	

General Education Courses (36 Credits) (For all students)

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

1. Language Courses (15 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	GE 1403	Communication in Thai	3	-	
	Or GE 1404	Thai Culture and Traditions (Only for foreign students)			
	BG 1001	English I	3	-	
	BG 1002	English II	3	BG1001	
	BG 2000	English III	3	BG1002	
	BG 2001	English IV	3	BG2000	

2. Social Science Courses (12 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	CA 1012	Macro-environment, Media Effect and Media Literacy	3	-	
	CA 4010	Law and Ethical Concerns for Communication	3	-	
	CA 2016	Psychology for Persuasive Communication	3	-	
	GE 2202	Ethics	3		

3. Humanities Courses (3 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	GE 1102	Introduction to Philosophy	3		

4. Mathematics and Science Courses (6 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)	remark
	BG 1301	Fundamentals of Statistics	3	-	
	GE 1301	Environment Science	3	-	

Professional and Free Elective Courses (Total 102-106 Credits)

1. Core Courses (39 Credits)

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

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	CA 1001	Introduction to Communication	3	-	
	CA 1002	Introduction to Photography and Cinematography	3	-	
	CA 1006	Introduction to Journalism and Mass Communication	3	-	
	CA 1017	Introduction to Creative Communication Design	3	-	
	CA 2004	Introduction to Advertising	3	-	
	CA 2005	Introduction to Public Relations	3	-	
	CA 2007	Introduction to New Media and Broadcasting	3	-	
	CA 2015	Introduction to Performance Communication	3	-	
	CA 2018	Consumer Insight	3	-	
	MGT 1101	Introduction to Business	3	-	
	MGT 2900	Principles of Management	3	MGT 1101	
	MKT 2280	Principles of Marketing	3	MGT 1101	
	NM 3401	Production for Communication Tools	3	CA1002	

For Bachelor of Communication Arts – Advertising

2. Major Required Courses (39 Credits)

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

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	CA 2003	Presentation Technique	3	-	
	CA 2013	Utilization of Multimedia Tools	3	CA 1017	
	CA 3011	Communication Arts Research	3	BG 1301	
	AD 3101	Principles of Marketing Communication	3	MKT 3101	
	AD 3102	Advertising Media Planning	3	CA 2018	
	AD 3103	Advertising Creative Strategy	3	CA 2018	
	AD 3112	Brand Communication	3	AD 3101	
	AD 3119	Advertising and Marketing Communication Research	3	CA 3011	
	AD 4100	Seminar in Advertising	3	-	
	AD 4101	Advertising Workshop I	3	CA 3011 AD 3101	
	AD 4102	Advertising Workshop II	3	CA 3011 AD 4101	
	AD 4104	Advertising and Marketing Communication Management	3	Take together with AD 4101*	
	AD 4115	Campaign Planning and Management	3	AD 4104	

3. Major Elective or Minor Courses (18 Credits)

New Media Communication students can choose the subjects to fulfill 18 credits from the major elective courses and from the minor courses.

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

Major Elective Courses

Grade	Code	Course Title	Credit	Prerequisite(s)	Remark
	AD 3106	Art Direction	3	CA 2004	
	AD 3114	Interactive Advertising and Marketing Communication	3		
	AD 3113	Customer Relationship Management	3	CA 3101	
	AD 3115	International Communication Campaign	3	CA 2004	
	AD 3116	Account Planning	3	CA 2004	
	AD 3117	Advertising and Popular Culture	3	CA 2004	
	AD 3118	Selected Topics in Advertising	3	CA 2004	
	AD 4107	Basic Copywriting (Thai)	3	AD 3101	
	Or AD 4108	Basic Copywriting (English)	3	AD 3101	
	AD 4103	Creative Media Management	3	AD 3102	
	AD 4111	Advanced Brand Communication	3	AD 3112	
	AD 4122	Direct Communication Campaign Management	3	AD 3101	
	AD 4123	Marketing Channel Communication	3	CA 2004 MKT 2280	

Minor Courses

Grade	Code	Course Title	Credit	From Major	Remark
			3		
			3		
			3		
			3		
			3		
			3		

4. Free Elective Courses (6 Credits)

Students are free to take any course offered by the university.

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

Grade	Code	Course Title	Credit	From Major	Remark
			3		Remark
			3		Remark