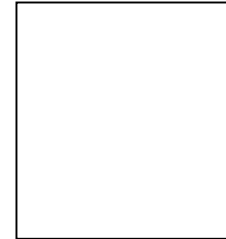


Note



**Personal Information**      Advisor \_\_\_\_\_  
Major \_\_\_\_\_

Major Advisor \_\_\_\_\_

Student ID No. 

|  |  |  |  |  |  |  |  |  |  |
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Name (Eng): \_\_\_\_\_ Surname: \_\_\_\_\_

Name (Thai): \_\_\_\_\_ Surname: \_\_\_\_\_

Nick Name: \_\_\_\_\_ Date of Birth \_\_\_\_\_ Nationality \_\_\_\_\_

Current Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Tel. (Home): \_\_\_\_\_ Tel. (Mobile): \_\_\_\_\_

High School: \_\_\_\_\_ GPA: \_\_\_\_\_

Contact Person's Name (Parent/Guardian): \_\_\_\_\_

Tel. (Home) : \_\_\_\_\_ Tel. (Mobile): \_\_\_\_\_

## 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

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

*Prerequisites: CA 2005 Introduction to Public Relations  
CA 2013 Utilization of Multimedia Tools*

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

*Prerequisite: CA 2005 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 4220 Financial and Investor Relations 3(3-0-6) Credits

*Prerequisite: CA 2005 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 4221 Public Relations for Issue and Crisis Management 3(3-0-6) Credits

*Prerequisite: CA 2005 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 4222 News Writing and Reporting 3(2-2-5) Credits

*Prerequisites: BG 2001 English IV  
CA 1006 Introduction to Journalism and Mass Communication*

Fundamentals of news gathering, writing, and reporting of news worthy events and personalities. Finished work will be ready for publication and broadcasting.

#### PR 4223 Magazine/Feature Writing 3(2-2-5) Credits

*Prerequisite: BG 2001 English IV*

Researching, interviewing, and writing feature articles for magazines and newspapers, including freelancing and submitting articles to publications.

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

*Prerequisite: CA2005 Introduction to Public Relations*

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

**PR 3217 Desktop Publishing/ Presentation Graphics 3(2-2-5) Credits**

*Prerequisites: CA 2005 Introduction to Public Relations  
CA 2013 Utilization of Multimedia Tools*

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

**PR 3218 Special Events Management for Public Relations 3(2-2-5) Credits**

*Prerequisite: CA 2005 Introduction to Public Relations*

Various methods to organize special events such as seminar, exhibition, show, contest or even get-together, from concept to planning, arranging everything from budgeting, sponsorship, formalities to all the components/ ingredients, accounting and post event activities.

**PR 3224 Applied Research for Public Relations 3(2-2-5) Credits**

*Prerequisites: CA 2005 Introduction to Public Relations  
CA 3011 Communication Arts Research*

Procedures and processes of qualitative and quantitative researches that are commonly used in Public Relations planning, including content analyses, public opinion surveys, focus groups, in-depth interviews, and observations. Students will be assigned to conduct a primary research using the aforementioned methodologies.

**PR 3225 Personality Development and Personal Branding 3(2-2-5) Credits**

*Prerequisite: CA 2005 Introduction to Public Relations*

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

*Prerequisites: CA 1001 Introduction to Communication  
CA 2005 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 3229 Folk and Traditional Media Communication 3(3-0-6) Credits**

*Prerequisite: CA 2005 Introduction to Public Relations*

Folk and traditional media including elements, characteristics, content and forms of folk and traditional media, importance and impact of folk and traditional media in communication, folk and traditional media in socio-cultural and ritual communication, application of folk and traditional media in modern communication era, case study of using folk media and traditional media for the social development, community relations as well as other communication campaign.

**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

### PR 4207 Public Relations Workshop I 3(1-4-4) Credits

*Prerequisite: CA 3011 Communication Arts Research*

*PR 3202 Strategic Public Relations Campaign Planning and Evaluation*

Training in selecting, creating and applying tools, techniques along with the principles of public relations for solving various cases and problem situations. Students will be assigned to write up the communication campaign planning focusing on full-scale of public relations to serve an actual "client".

### PR 4208 Public Relations Workshop II 3(1-4-4) Credits

*Prerequisites: PR 3202 Strategic Public Relations Campaign Planning and Evaluation*

*PR 3215 Writing for Public Relations in English*

*OR PR 3216 Writing for Public Relations in Thai*

Training in public relations campaign based on the planned strategic direction regarding public relations program management, public relations implementation, production of public relations materials, and program evaluation. Students will be assigned to choose their own topics under the supervision of their instructor.

### PR 4209 Seminar in Public Relations 3(2-2-5) Credits

*(PR Senior students Only)*

Analysis and discussion on contemporary topics of public relations, such as corporate social responsibility, community relations, social media, crisis management, corporate image. Students will be assigned to do research in that particular topics, analyze, and discuss on various aspects. In addition, students will have opportunities to attend and listen to PR professionals based on the topics of each semester.

### PR 4211 Public Relations Internship 1(200 Hours) Credit

*(PR Students Only)*

Internship program assigning students to be trained in a corporation, nonprofit company, educational institution, governmental/non-governmental organization, or public relations agency that provides public relations experiences. Students are required continuously to work for at least 200 working hours and present the training results to the instructors.

### Major Elective Courses

### PR 3210 Negotiations 3(3-0-6) Credits

*Prerequisites: CA 1001 Introduction to Communication*

*CA 2016 Psychology for Persuasive Communication*

Principles and practices of negotiation, impact of verbal and non-verbal communication upon the negotiating process, including development of skills in managing with the conflict resolutions and maintaining business relations.

### PR 3216 Writing for Public Relations in Thai 3(2-2-5) Credits

*Prerequisites: GE 1403 Communication in Thai*

*CA 2005 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 create effective public relations materials by reviewing good writing principles. This course will use Thai as a medium of instruction.

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| <b>ADVISING SYSTEM</b> |
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**CA 2013 Utilization of Multimedia Tools 3(2-2-5) Credits**

*Prerequisite: CA 1017 Introduction to Creative Communication Design*

Strategies to use broadcast and multimedia applications for communication, multimedia tools and various computer applications for creation of communication materials.

**CA 3011 Communication Arts Research 3(3-0-6) Credits**

*Prerequisite: BG 1301 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.

**PR 3202 Strategic Public Relations Campaign Planning and Evaluation 3(3-0-6) Credits**

*Prerequisite: CA 2005 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 3204 Marketing Public Relations 3(3-0-6) Credits**

*Prerequisite: CA 2005 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 3214 Organizational Communication 3(3-0-6) Credits**

*Prerequisite: CA 2005 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 2005 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 create effective public relations materials by reviewing good writing principles. This course will use English as a medium of instruction.

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

*Prerequisites: CA 2005 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 4201 Corporate Communication and Stakeholder Relations 3(3-0-6) Credits**

*Prerequisite: CA 2005 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.

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

After students finish the process of pre-registration online, 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 result
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.

#### PC 4315 Fundamentals of Lighting 3(2-2-5) Credits

*Prerequisite: CA 2015 Introduction to Performance Communication*

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

#### PC 4316 Directing 3(2-2-5) Credits

*Prerequisite: PC 3307 Visualization of Stage/ Event  
PC 3323 Fundamentals of Acting*

Basic directing, process of directing in 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.

#### PC 4325 Costume and Make-up Selection 3(2-2-5) Credits

*Prerequisite: PC3302 Principles of Performance Design  
PC3307 Visualization of Stage/ Event*

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.

#### PC 4326 Scenery and Prop Creation 3(2-2-5) Credits

*Prerequisite: PC3302 Principles of Performance Design  
PC3307 Visualization of Stage/ Event*

Creating scenery and property in performance/ event, space utilization, scenery and prop design process including design document, concept of scenery and prop, form and style of scenery, idea and design concept, basic stage craft, materials and tools for scene and prop creation and basic scene craft workshop.

#### PC 4327 Selected Topics in Performance Communication 3(3-0-6) Credits

*Prerequisite: CA 2015 Introduction to Performance Communication*

Performance communication development in social context, performance communication effect or phenomenon of performance communication in society, culture and people.

### Department of Public Relations

#### Major Required Courses

#### AD 3101 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.

#### CA 2003 Presentation Technique 3(2-2-5) Credits

Various techniques in presentation, public speaking and the use of audio-visual equipment in presentations to help students develop communication skills.

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| <b>MAJOR SELECTION</b> |
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|                |   |                         |
|----------------|---|-------------------------|
| <b>PC 3301</b> | <b>Major Elective Courses<br/>Art and Literature Appreciation</b>   | <b>3(3-0-6) Credits</b> |
|                | <i>Prerequisite:</i> CA 1001 Introduction to Communication<br>CA 2015 Introduction to Performance Communication   |                         |
|                | Aesthetic perspective, artistic styles, visual elements, performing arts, entertainment media, literature, fine arts, music and film.   |                         |
| <b>PC 3302</b> | <b>Principles of Performance Design</b>   | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> CA 1001 Introduction to Communication<br>CA 2015 Introduction to Performance Communication   |                         |
|                | Basic elements of arts and design in 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 performance communication.  |                         |
| <b>PC 3320</b> | <b>Script Writing and Adaptation in Thai</b>  | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> PC 3305 Script Writing and Analysis  |                         |
|                | Script writing in advanced, selecting story for script adaptation, dimensions and perspectives for adaptation, script adaptation for various purpose, revising script in Thai for theatre, film and TV.   |                         |
| <b>PC 3321</b> | <b>Script Writing and Adaptation in English</b>   | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> PC 3305 Script Writing and Analysis  |                         |
|                | Script writing in advanced, selecting story for script adaptation, dimensions and perspectives for adaptation, script adaptation for various purpose, revising script in English for theatre, film and TV.  |                         |
| <b>PC 3322</b> | <b>Acting for Personality/ Social Interaction</b>   | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> CA 1001 Introduction to Communication  |                         |
|                | Acting Adaptation for 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.   |                         |
| <b>PC 3323</b> | <b>Fundamentals of Acting</b>   | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> CA 2015 Introduction to Performance Communication  |                         |
|                | 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. |                         |
| <b>PC 3324</b> | <b>Sound for Performance/ Event</b>   | <b>3(2-2-5) Credits</b> |
|                | <i>Prerequisite:</i> CA 2015 Introduction to Performance Communication  |                         |
|                | Basic sound utilization and sound management for performance/ event production, principles of sound classification, sound acoustic, influence conditions of sound quality, sound equipment, microphone allocation technique (Miking), sound selection, sound creation, dubbing, sound effect for live performance/ event, basic recording, mixing down processes, and responsibility of sound function in performance/ event production.  |                         |

**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 New 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.

**Department of Performance Communication**

Careers for graduates from Performance Communication major include event and performance organizer, producer, stage and event production, casting coordinator, event coordinator, administrators as well as other career opportunities in the artistic area such as script writer, costume and make-up stylist, designer for performance and event production and on-stage jobs in area such as MC, announcer, performer, etc.

**Department of Public Relations**

Careers in public relations include: strategic communicator, communication specialist, communication planner, reputation management specialist, brand communication specialist, personal brand specialist, publicity manager, marketing specialist, press agent, lobbyist, corporate public affairs specialist, account executive, development officer, fund raiser, media relations specialist, news writer, and communication researcher.

**Qualifications:**

- (1) Students must complete at least 36credits.
- (2) Students have completed or is taking the following courses:  
BG 1001 English I  
CA 1001 Introduction to Communication  
CA 2004 Introduction to Advertising  
CA 2005 Introduction to Public Relations  
CA 2007 Introduction to New Media an Broadcasting  
CA 2015 Introduction to Performance Communication

Prospective NM students must also take this course.

NM 3401 Production for Communication Tools

**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.

**CRITERIA FOR PETITION SUBMISSION**

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**

| <b>Huamak Campus</b>                        | <b>Suvarnnabhumi Campus</b>  |
|---|------------------------------|
| 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. Use a petition form to add a subject.
2. Check examination time conflicts and prerequisites.
3. Attend the first class to meet a course lecturer.
4. 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.
5. Meet an advisor. Obtain the advisor's signature in the petition form.
6. 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.

**PC 3307 Visualization of Stage/Event 3(2-2-5) Credits**  
*Prerequisite: CA 2015 Introduction to Performance Communication  
 PC 3301 Art and Literature Appreciation*

Principles of visualization on stage/event, function, consistency of performance visualization elements, basic design concept of scenery, prop. costume and lighting, introduction to performance /event art direction, understanding in principles of design process, conceptualize and stage visualization interpretation.

**PC 3308 Performance/Event Criticism 3(2-2-5) Credits**  
*Prerequisite: PC3301 Art and Literature Appreciation*

Principles of criticism in performing arts/event, interdisciplinary of performing arts, definitions and elements, critical frameworks and perspectives, theatre critical writing and analysis.

**PC 4306 Stage/Event Management 3(1-4-4) Credits**  
*Prerequisite: CA 2015 Introduction to Performance Communication*

Stage/event management conceptualization, fundamentals of stage management, process of stage management from pre-production to post-production, responsibility of stage management function, and internship in function of stage management in performance/event organization

**PC 4308 Performance Communication Workshop I 3(1-4-4) Credits**  
*Prerequisite: PC 3306 Marketing Management for Performance Project*

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.

**PC 4309 Performance Communication Workshop II 3(1-4-4) Credits**  
*Prerequisite: PC 4306 Stage/Event Management  
 PC 4308 Performance Communication Workshop I*

Production process of performance production, financial/ budgeting control, marketing/ PR activities, script development, directing, rehearsal process, operating in lighting and sound creation, creating scenic, properties, costume and make-up, theatre management, technical run-through, dress rehearsal, opening show, working in post-production and evaluation process.

**PC 4310 Seminar in Performance Communication 3(2-2-5) Credits**  
*Prerequisite: PC 3306 Marketing Management for Performance*

Performance communication in varieties of different styles, problems in cultural and social context, relation between art and therapy, performance communication role and society, performance role for propaganda, performance communication and collective community, theatre management in commercial production, seminar management and presentation.

**PC 4311 Production Management for Performance 3(2-2-5) Credits**  
*Prerequisite: PC 3306 Marketing Management for Performance*

Managing performance/event production, type of performing arts organizations, production planning, organization chart, managing man power and duty, financial and accounting, administrative function, managing the production process, producer role/ responsibilities, producing for commercial performance, legal and ethical concern for production management



**NM 4418**      **Integrated New Media Environments**      **3(2-2-5) Credits**  
*Prerequisite:*      *CA 2013 Utilization of Multimedia Tools*  
 Utilizing of multiple new media platforms, developing interactive new media environments for effective communication.

**NM 4419**      **Utilization of New Media Programming**      **3(2-2-5) Credits**  
*Prerequisite:*      *CA 2013 Utilization of Multimedia Tools*  
 Utilizing programs for the creation of new media communications.

**Department of Performance Communication**

**AD 3101**      **Major Required Courses**  
**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.

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

**CA 2013**      **Utilization of Multimedia Tools**      **3(2-2-5) Credits**  
*Prerequisite:*      *CA 1017 Introduction to Creative Communication Design*  
 Strategies to use broadcast and multimedia applications for communication, multimedia tools and various computer applications for creation of communication materials.

**CA 3011**      **Communication Arts Research**      **3(3-0-6) Credits**  
*Prerequisite:*      *BG 1301 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.

**PC 3305**      **Script Writing and Analysis**      **3(2-2-5) Credits**  
*Prerequisite:*      *CA 1001 Introduction to Communication*  
    *CA 2015 Introduction to Performance Communication*

Principles of story telling for performance, elements of script and story-telling, creating theme, plot and story as well as creating characters, creating conflicts for continuity story, use of dramatic and character's actions to tell the story, critical analysis of script structure, genre, theme, style, sub-text meaning, dramatic event, and point of view of the story-teller, actor, director, designer, and audience including critique writing.

**PC 3306**      **Marketing Management for Performance Project**      **3(2-2-5) Credits**  
*Prerequisite:*      *AD 3101 Principles of Marketing Communication*

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

**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.

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, New Media Communication, Performance Communication, and Public Relations**

|   | AD         | NM         | PC         | PR         |         |
|---|------------|------------|------------|------------|---------|
| <b>I. General Education Courses</b>         |            |            |            |            |         |
| Language Courses                            | 15         | 15         | 15         | 15         | Credits |
| Social Science Courses                      | 12         | 12         | 12         | 12         | Credits |
| Humanities Courses                          | 3          | 3          | 3          | 3          | Credits |
| Science and Mathematics Courses             | 6          | 6          | 6          | 6          | Credits |
| <b>II. Professional Courses</b>             |            |            |            |            |         |
| Core Courses                                | 39         | 39         | 39         | 39         | Credits |
| Major Required Courses                      | 39         | 43         | 39         | 40         | Credits |
| Major Elective Courses<br>Or Minor Courses* | 18         | 18         | 18         | 18         | Credits |
| <b>III. Free Electives</b>                  |            |            |            |            |         |
| <b>Total</b>                                | <b>138</b> | <b>142</b> | <b>138</b> | <b>139</b> | Credits |

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

**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) |
|-------|------------|---|--------|-----------------|
|       | 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) |
|-------|---------|--|--------|-----------------|
|       | 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) |
|-------|---------|----------------------------|--------|-----------------|
|       | GE 1102 | Introduction to Philosophy | 3      |                 |

**4. Mathematics and Science Courses (6 Credits)**

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

**NM 4408 Studio Workshop 6(4-4-10) Credits**  
*(For fourth year NM students only)*

*Prerequisite: NM 3401 Production for Communication Tools  
NM 3402 Film and Time-based Media Production*

Entire work process of studio production. Students will be required to create a complete work in the form of film, documentary, or interactive program.

**NM 4420 Studio Internship 1(200 Hours)**

*Prerequisite: CA 2013 Utilization of Multimedia Tools*

Understanding new media characteristics, new media technology trends, development of new media application, and effective usage of new media communication.

**Major Elective Courses**

**NM 3411 Advanced Photography and Digital Imaging 3(2-2-5) Credits**

*Prerequisite: CA 1002 Introduction to Photography and Cinematography*

Usage of digital photography, technical production using computer image processing, setting up for studio and outdoor photography shoot.

**NM 3414 New Media Journalism 3(2-2-5) Credits**

*Prerequisite: CA 1006 Introduction to Journalism and Mass Communication*

New journalistic media in various platforms, issues facing current journalists interviewing, reporting, reviewing content, layout and user-friendliness of existing electronic publications.

**NM 3417 Computer Graphics for Communication Design 3(2-2-5) Credits**

3D character development, composite application, aesthetic value in composition of scenes.

**NM 3418 Interactive Media Art 3(2-2-5) Credits**

*Prerequisite: CA 2013 Utilization of Multimedia Tools*

Interactive media production, web function and content delivery, basic web programming, design with interactivity principles.

**NM 3419 Selected Topics in New Media 3(2-2-5) Credits**

New media technology development in communication, new media effects on society, culture, and people.

**NM 4413 Advanced Multimedia Editing 3(2-2-5) Credits**

*Prerequisite: NM 3404 Multimedia Editing*

Advanced post-production techniques, filming techniques for visual effects and post-production, composition of 3D and film elements.

**NM 4414 Sound for Video Production 3(2-2-5) Credits**

*Prerequisite: NM 3402 Film and Time-based Media Production*

Sound studio equipment, usage of microphone, recording in studio, recording outdoor, automated dialogue replacement (ADR), sound editing and mastering.

**NM 4417 Media Content Analysis 3(2-2-5) Credits**

*Prerequisite: CA 2016 Psychology for Persuasive Communication*

Content analysis methods, understanding media roles, characteristics of social groups, social structure, and new media effects.

**CA 3011 Communication Arts Research 3(3-0-6) Credits**  
*Prerequisite: BG 1301 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.

**NM 3402 Film and Time-based Media Production 3(2-2-5) Credits**  
*Prerequisite: CA 2007 Introduction to New Media and Broadcasting  
 NM 3401 Production for Communication Tools*  
*Visual language and aesthetics of cinema, digital media, cinematic time and space, continuity and progression of time and story development, workflow for pre-production, production, and post-production.*

**NM 3404 Multimedia Editing 3(2-2-5) Credits**  
 Conceptualization, principles and characterization of digital images, basic video editing, visual effects and composition.

**NM 3410 New Media Application 3(2-2-5) Credits**  
*Prerequisite: CA 2013 Utilization of Multimedia Tools*  
 Understanding new media characteristics, new media technology trends, development of new media application, and effective usage of new media communication.

**NM 3412 Creativity and Innovation 3(2-2-5) Credits**  
*Prerequisite: CA 2013 Utilization of Multimedia Tools*  
 Narrative storylines, linear and non-linear game narratives, interactivity, web architecture, narrative space principles.

**NM 3420 Audience Context Analysis 3(2-2-5) Credits**  
*Prerequisite: CA 2016 Psychology for Persuasive Communication*  
 Media convergence and understanding context of communication, media literacy, post-modern concepts, popular culture artifact and literature analysis.

**NM 4405 Broadcast and New Media Management 3(2-2-5) Credits**  
*Prerequisite: CA 2007 Introduction to New Media and Broadcasting  
 NM 3401 Production for Communication Tools*  
 Production of broadcast and new media, basics of channel content management, programming, the business of broadcast and new media.

**NM 4406 Broadcast Media Production and Directing 3(2-2-5) Credits**  
*Prerequisite: NM 3402 Film and Time-based Media Production*  
 Principles of directing, concepts of vocal and visual aspects of performance, requirements and characteristics of media and production and managing production, adaptation of content across media.

**NM 4407 Seminar in Broadcast and New Media 3(3-0-6) Credits**  
*(For NM Students only)*  
*Prerequisite: NM 3401 Production for Communication Tools  
 NM 3402 Film and Time-based Media Production*  
 Media effects theory, ethical considerations in new media communication, issues that impact broadcast and digital communications.

**Professional Courses 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) |
|-------|----------|---|--------|-----------------|
|       | 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)             |
|-------|---------|--|--------|-----------------------------|
|       | 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<br>AD 3101          |
|       | AD 4102 | Advertising Workshop II                            | 3      | CA 3011<br>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)**

Advertising students can choose the subjects to fulfill 18 credits from the major elective courses and from the minor courses (See *List of Minor Courses* on Page No. 22-23). 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)     |
|-------|------------|---|--------|---------------------|
|       | 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<br>MKT 2280 |

**AD 4107 Basic Copywriting (Thai) 3(2-2-5) Credits**

*Prerequisite: AD3101 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 4108 Basic Copywriting (English) 3(2-2-5) Credits**

*Prerequisite: AD3101 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 4111 Advanced Brand Communication 3(2-2-5) Credits**

*Prerequisite: AD 3112 Brand Communication*

Analysis of branding issues and concepts arisen from problems with its improper usage in current situations, areas of branding strategies on the organization and product level, brand equity, and brand communication strategies.

**AD 4122 Direct Communication Campaign Management 3(2-2-5) Credits**

*Prerequisite: AD 3101 Principles of Marketing Communication*

Non-traditional formal channels of advertising that is designed to present well-executed direct advertising campaign to targeted consumers, methods of direct communication that widens customer experience towards the product or service in order to develop customer value and to accomplish marketing success.

**AD 4123 Marketing Channel Communication 3(3-0-6) Credits**

*Prerequisites: CA2004 Introduction to Advertising  
MKT 2280 Principles of Marketing*

Integration of various communication processes and interactions between manufacturers and middlemen, including channel planning, and channel communication management, principles and practices of marketing channel communication management in advertising campaign.

**Department of New Media Communication**

**Major Required Courses**

**AD 3101 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.

**CA 2003 Presentation Technique 3(2-2-5) Credits**

**Various techniques in presentation, public speaking and the use of audio-visual equipment in presentations to help students develop communication skills.**

**CA 2013 Utilization of Multimedia Tools 3(2-2-5) Credits**

*Prerequisite: CA 1017 Introduction to Creative Communication Design*

Strategies to use broadcast and multimedia applications for communication, multimedia tools and various computer applications for creation of communication materials.

**CA 3011                    Communication Arts Research                    3(3-0-6) Credits**  
*Prerequisite: BG 1301 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.

**AD 3106                    Major Elective Courses                    3(2-2-5) Credits**  
**Art Direction**  
*Prerequisite: CA 2004 Introduction to Advertising*  
 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 3113                    Customer Relationship Management                    3(3-0-6) Credits**  
*Prerequisite: AD 3101 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 2004 Introduction to Advertising*  
 Implementation of interactive advertising and marketing communication, including the identification and analysis of interactive models, method to utilize the new media to gain interactivity which is an enhancement of the involvement the consumers have in advertising.

**AD 3115                    International Communication Campaign                    3(3-0-6) Credits**  
*Prerequisite: CA 2004 Introduction to Advertising*  
 Issues of international and cross cultural communication campaign, overview of cultural, economic, legal, political and social conditions relevant to international communication.

**AD 3116                    Account Planning                    3(3-0-6) Credits**  
*Prerequisite: CA 2004 Introduction to Advertising*  
 Roles of account planning in advertising agency in terms of aligning strategy throughout the advertising process, preparing advertising related documents such as advertising brief, presentation, and budget allocation.

**AD 3117                    Advertising and Popular Culture                    3(3-0-6) Credits**  
*Prerequisite: CA 2004 Introduction to Advertising*  
 Development of advertising in relations to culture and popular culture, ideologies and values based on cultural aspects in advertising, including influence of advertising on consumers and vice versa.

**AD 3118                    Selected Topics in Advertising                    3(3-0-6) Credits**  
*Prerequisite: CA 2004 Introduction to Advertising*  
 Exploration and analysis of selected topics in advertising. The topic will be announced semester by semester.

**AD 4103                    Creative Media Management                    3(2-2-5) Credits**  
*Prerequisite: AD 3102 Advertising Media Planning*  
 Integration of various types of media, including traditional media and new media for advertising campaign, principles and practices of media management in digital era, especially the difficulties and challenges from different circumstances.

**Minor Courses**

| Grade | Code | Course Title | Credit | From Major |
|-------|------|--------------|--------|------------|
|       |      |              | 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 |
|-------|------|--------------|--------|------------|
|       |      |              | 3      |            |
|       |      |              | 3      |            |

**For Bachelor of Communication Arts – New Media Communication**

**2. Major Required Courses (43 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)  |
|-------|---------|--|--------|--|
|       | AD 3101 | Principles of Marketing Communication    | 3      | MKT 2280   |
|       | CA 2003 | Presentation Technique                   | 3      | -  |
|       | CA 2013 | Utilization of Multimedia Tools          | 3      | CA 1017  |
|       | CA 3011 | Communication Arts Research              | 3      | BG 1203  |
|       | NM 3402 | Film and Time-based Media Production     | 3      | CA 2007<br>NM 3401                                       |
|       | NM 3404 | Multimedia Editing                       | 3      | -  |
|       | NM 3412 | Creativity and Innovation                | 3      | CA 2013  |
|       | NM 3410 | New Media Application                    | 3      | CA 2013  |
|       | NM 3420 | Audience Context Analysis                | 3      | CA 2016  |
|       | NM 4405 | Broadcast and New Media Management       | 3      | CA 2007<br>NM 3401                                       |
|       | NM 4406 | Broadcast Media Production and Directing | 3      | NM 3402  |
|       | NM 4407 | Seminar in Broadcast and New Media       | 3      | NM 3401<br>NM 3402<br>(For NM Students Only)             |
|       | NM 4408 | Studio Workshop                          | 6      | NM 3401<br>NM 3402<br>(For Fourth Year NM Students Only) |
|       | NM 4420 | Studio Internship                        | 1      | CA 2013  |

**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 (See *List of Minor Courses* on Page No. 22-23). 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 | From Major |
|-------|---------|--|--------|------------|
|       | NM 3411 | Advanced Photography and Digital Imaging   | 3      | CA 1002    |
|       | NM 3417 | Computer Graphics for Communication Design | 3      | -          |
|       | NM 3418 | Interactive Media Art                      | 3      | CA 2013    |
|       | NM 3419 | Selected Topics in New Media               | 3      | -          |
|       | NM 3414 | New Media Journalism                       | 3      | CA 1006    |
|       | NM 4413 | Advanced Multimedia Editing                | 3      | NM 3404    |
|       | NM 4414 | Sound for Video Production                 | 3      | NM 3402    |
|       | NM 4417 | Media Content Analysis                     | 3      | CA 2016    |
|       | NM 4418 | Integrated New Media Environments          | 3      | CA 2013    |
|       | NM 4419 | Utilization of New Media Programming       | 3      | CA 2013    |

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

*Prerequisite: CA 3011 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 situations.

**AD 4101 Advertising Workshop I 3(1-4-4) Credits**

*Prerequisites: CA 3011 Communication Arts Research  
AD 3101 Principles of Marketing Communication  
Co-requisite: AD 4104 Advertising and Marketing Communication Management*

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 3(1-4-4) Credits**

*Prerequisites: CA 3011 Communication Arts Research  
AD 4101 Advertising Workshop I  
Co-requisite: AD 4115 Campaign Planning and Management*

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

**AD 4104 Advertising and Marketing Communication Management 3(3-0-6) Credits**

*Co-requisite: AD 4101 Advertising Workshop I*

Management of personal and non-personal communication in marketing process, functions of advertising agency and advertising and marketing communication departments of large business firms, accounts management, advertising presentation and operation of advertising and marketing communication effectiveness.

**AD 4115 Campaign Planning and Management 3(3-0-6) Credits**

*Prerequisite: AD 4104 Advertising and Marketing Communication Management  
Co-requisite: AD 4102 Advertising Workshop II*

Planning and Management of advertising campaign planning, including integration of various communication tools, media strategy formulation, selections and measurement of campaign effectiveness.

**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 2013 Utilization of Multimedia Tools 3(2-2-5) Credits**

*Prerequisite: CA 1017 Introduction to Creative Communication Design*

Strategies to use broadcast and multimedia applications for communication, multimedia tools and various computer applications for creation of communication materials.

**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*

Principles of management: planning, organizing, leading and controlling, theory of management as applied to modern corporate structure, management policies, departmentalization, centralization and decentralization, line and staff functions, and human resources management.

**NM 3401 Production for Communication Tools 3(2-2-5) Credits**

*Prerequisite: CA 1002 Introduction to Photography and Cinematography*

Audio production, theory of sound, recording techniques, digital audio workflow, mix down theory and techniques, video production process, shooting board and vocabulary, cinematography, and basic video editing.

**Department of Advertising**

**Major Required Courses**

**AD 3101 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 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.

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

*Prerequisite: AD 3101 Principles of Marketing Communication*

Theories and principles of brand communication, brand positioning and repositioning, brand equity measurement, brand leverage and integrated brand communications, including current topics of branding.

**Minor Courses**

| Grade | Code | Course Title | Credit | From Major |
|-------|------|--------------|--------|------------|
|       |      |              | 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 |
|-------|------|--------------|--------|------------|
|       |      |              | 3      |            |
|       |      |              | 3      |            |

**For Bachelor of Communication Arts – Performance Communication**

**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)    |
|-------|---------|--|--------|--------------------|
|       | AD 3101 | Principles of Marketing Communication        | 3      | MKT 2280           |
|       | CA 2003 | Presentation Technique                       | 3      | -                  |
|       | CA 2013 | Utilization of Multimedia Tools              | 3      | CA 1017            |
|       | CA 3011 | Communication Arts Research                  | 3      | BG 1301            |
|       | PC 3305 | Script Writing and Analysis                  | 3      | CA 1001<br>CA 2015 |
|       | PC 3306 | Marketing Management for Performance Project | 3      | AD 3101            |
|       | PC 3307 | Visualization of Stage/ Event                | 3      | CA 2015<br>PC 3301 |
|       | PC 3308 | Performance/ Event Criticism                 | 3      | PC 3301            |
|       | PC 4306 | Stage/ Event Management                      | 3      | CA 2015            |
|       | PC 4308 | Performance Communication Workshop I         | 3      | PC 3306            |
|       | PC 4309 | Performance Communication Workshop II        | 3      | PC 4308<br>PC 4306 |
|       | PC 4310 | Seminar in Performance Communication         | 3      | PC 3306            |
|       | PC 4311 | Production Management for Performance        | 3      | PC 3306            |

**3. Major Elective or Minor Courses (18 Credits)**

Performance Communication students can choose the subjects to fulfill 18 credits from the major elective courses and from the minor courses (See *List of Minor Courses* on Page No. 22-23). 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 | From Major         |
|-------|------------|--|--------|--------------------|
|       | PC 3301    | Art and Literature Appreciation              | 3      | CA 1001<br>CA 2015 |
|       | PC 3302    | Principles of Performance Design             | 3      | CA 1001<br>CA 2015 |
|       | PC 3320    | Script Writing and Adaptation in Thai        | 3      | PC 3305            |
|       | Or PC 3321 | Script Writing and Adaptation in English     | 3      | PC 3305            |
|       | PC 3322    | Acting for Personality/ Social Interaction   | 3      | CA 1001            |
|       | PC 3323    | Fundamental of Acting                        | 3      | CA 1001            |
|       | PC 3324    | Sound for Performance/ Event                 | 3      | CA 2015            |
|       | PC 4315    | Fundamental of Lighting                      | 3      | CA 2015            |
|       | PC 4316    | Directing                                    | 3      | PC 3307<br>PC 3322 |
|       | PC 4325    | Costume and Make-up Selection                | 3      | PC 3302<br>PC 3307 |
|       | PC 4326    | Scenery and Prop Creation                    | 3      | PC 3302<br>PC 3307 |
|       | PC 4327    | Selected Topics in Performance Communication | 3      | CA 2015            |

**CA 1017 Introduction to Creative Communication Design 3(3-0-6)Credits**

Basic principles and artistic elements of creative communication and of the relationships between them, creative and structural elements of short stories, poetry, and film, Idea generation and organization across media platform for story-telling, story-telling forms and techniques, principles and applications of structures and forms of story-telling including applicability of these elements to other creative media. Students will be assigned to express their understanding of the course content in the creation and presentation of works in different media.

**CA 2004 Introduction to Advertising 3(3-0-6) Credits**

Theories in advertising and basic methods of advertising, role of advertising, products and services to consumers, analysis of products, markets and consumers, process of advertising, advertising planning, selection of media, judgment of advertising execution, creation of advertisements, function and services of advertising agency, ethics and responsibility in advertising.

**CA 2005 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 2007 Introduction to New Media and Broadcasting 3(2-2-5) Credits**

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 radio, television and new media, general program production, function and relationship between different personnel involved, including basic production of new media projects.

**CA 2015 Introduction to Performance Communication 3(2-2-5) Credits**

Basic principles and the process of communication through performance, shows, events, etc. including work flow, personnel and job allocation needed in putting up a performance as well as considerations to be made for a stage and a broadcast.

**CA 2018 Consumer Insight 3(3-0-6) Credits**

*Prerequisite: CA 2016 Psychology for Persuasive Communication*

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.

**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.



**CA 4010 Law and Ethical Concerns for Communication 3(3-0-6)Credits**  
 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**  
 Nature of man, society, and the world, self-discovery, self-love, self-respect, self-actualization, relationship between man and man, man and society, and man and the world, possible problems of living together in the society and their analysis, and ways to live a meaningful and happy life.

**(c) Humanities Courses**

**GE 1102 Introduction to Philosophy 3(3-0-6) Credits**  
 Discussions on basic philosophical problem of western and eastern philosophies, such as reality of human existence and essence, human true happiness, value of life, human freedom, and Self and society, including important issues on metaphysics, epistemology, and moral philosophy from Empiricism, Rationalism, Determinism, Existentialism, and Confucianism.

**(d) 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.

**GE 1301 Environmental Science 3(3-0-6) Credits**  
 General science, scientific approaches, understanding the interrelationships of the nature, identification and analysis of environmental problems, application and alternative solutions for preventing and solving the environmental problems.

**Specialized Courses**

**(a) Core 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 1006 Introduction to Journalism and Mass Communication 3(3-0-6) Credits**  
 Concepts of mass communication and mass media, functions of mass communication, theories and effects of mass communication, principles of journalism such as news gathering and reporting, news flow, wire services, media differences in news coverage including ethical concerns.

**Minor Courses**

| Grade | Code | Course Title | Credit | From Major |
|-------|------|--------------|--------|------------|
|       |      |              | 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 |
|-------|------|--------------|--------|------------|
|       |      |              | 3      |            |
|       |      |              | 3      |            |

**For Bachelor of Communication Arts – Public Relations**

**2. Major Required Courses (40 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)                  |
|-------|---------|---|--------|----------------------------------|
|       | AD 3101 | Principles of Marketing Communication                       | 3      | MKT 2280                         |
|       | CA 2003 | Presentation Technique                                      | 3      | -                                |
|       | CA 2013 | Utilization of Multimedia Tools                             | 3      | CA 1017                          |
|       | CA 3011 | Communication Arts Research                                 | 3      | BG 1301                          |
|       | PR 3202 | Strategic Public Relations Campaign Planning and Evaluation | 3      | CA 2005                          |
|       | PR 3204 | Marketing Public Relations                                  | 3      | CA 2005                          |
|       | PR 3214 | Organizational Communication                                |        | CA 2005                          |
|       | PR 3215 | Writing for Public Relations in English                     | 3      | BG 2001<br>CA 2005               |
|       | PR 3227 | Media Relations and Planning                                | 3      | BG 2005<br>PR 3215<br>Or PR 3216 |
|       | PR 4201 | Corporate Communication and Stakeholder Relations           | 3      | CA 2005                          |
|       | PR 4207 | Public Relations Workshop I                                 | 3      | CA 3011<br>PR 3202               |
|       | PR 4208 | Public Relations Workshop II                                | 3      | PR 3202<br>PR 3215<br>Or PR 3216 |
|       | PR 4209 | Seminar in Public Relations                                 | 3      | PR Senior Students Only          |
|       | PR 4211 | Public Relations Internship                                 | 1      | PR Students Only                 |

**3. Major Elective or Minor Courses (18 Credits)**

Public Relations students can choose the subjects to fulfill 18 credits from the major elective courses and from the minor courses (See *List of Minor Courses* on Page No. 22-23). 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)   |
|-------|---------|--|--------|--------------------|
|       | PR 3210 | Negotiations                                   | 3      | CA 1001<br>CA 2016 |
|       | PR 3216 | Writing for Public Relations in Thai           | 3      | GE 1403<br>CA 2005 |
|       | PR 3217 | Desktop Publishing/ Presentation Graphics      | 3      | CA 2005<br>CA 2013 |
|       | PR 3218 | Special Events Management for Public Relations | 3      | CA 2005            |
|       | PR 3224 | Applied Research for Public Relations          | 3      | CA 2005<br>CA 3011 |

**Course Description**

**General Education Courses**

**(a) Language Courses**

**BG 1001 English I 3(3-3-7) Credits**

Lower intermediate academic English, with activities to foster reading, writing, listening and speaking skills in English through communicative activities in a meaningful academic context.

**BG 1002 English II 3(3-3-7) Credits**

*Prerequisite: BG 1001 English I*

Intermediate academic English, reinforcing fluency and grammar with task-driven oral and writing exercises, developing vocabulary and sentence writing skills with combined reading comprehension exercises and writing practice.

**BG 2000 English III 3(3-3-7) Credits**

*Prerequisite: BG 1002 English II*

Advanced English for academic and career purposes, emphasizing organization of ideas and clarity of expression and understanding.

**BG 2001 English IV 3(3-3-7) Credits**

*Prerequisite: BG 2000 English III*

Advanced English for academic and career purposes, emphasizing critical and analytical skills, and formulating logical and coherent opinions.

**GE 1403 Communication in Thai 3(3-0-6) Credits**

*(Only for Thai students)*

Skills in Thai usage, listening, speaking, reading and writing, main ideas finding, information search by state-of-the-art tools, effective public speaking.

**GE 1404 Thai Culture and Traditions 3(3-0-6) Credits**

*(Required GE course for Communication Arts international students)*

Cultural and traditional patterns in Thailand, influence of Thai language on culture, role of traditional beliefs and values, festivals and local cultures in different parts of Thailand.

**(b) Social Science Courses**

**CA 1012 Macro-environment, Media Effect and Media Literacy 3(3-0-6) Credits**

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 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.

**CA 2016 Psychology for 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, including the current concepts and practices.

**Academic Year 1/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 2/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year Summer/ .....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

| Grade | Code    | Course Title                                     | Credit | Prerequisite (s)   |
|-------|---------|--|--------|--------------------|
|       | PR 3225 | Personality Development and Personal Branding    | 3      | CA 2005<br>CA 3014 |
|       | PR 3228 | Intercultural Communication                      | 3      | CA 1001<br>CA 2005 |
|       | PR 3229 | Folk and Traditional Media Communication         | 3      | CA 2005            |
|       | PR 3230 | Digital Public Relations                         | 3      | CA 2005<br>CA 2013 |
|       | PR 4219 | Community Relations                              | 3      | CA 2005            |
|       | PR 4220 | Financial and Investor Relations                 | 3      | CA 2005            |
|       | PR 4221 | Public Relations for Issue and Crisis Management | 3      | CA 2005            |
|       | PR 4222 | News Writing and Reporting                       | 3      | BG 2001<br>CA 1006 |
|       | PR 4223 | Magazine/Feature Writing                         | 3      | BG 2001            |
|       | PR 4226 | Selected Topics in Public Relations              | 3      | CA 2005            |

**Minor Courses**

| Grade | Code | Course Title | Credit | From Major |
|-------|------|--------------|--------|------------|
|       |      |              | 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 |
|-------|------|--------------|--------|------------|
|       |      |              | 3      |            |
|       |      |              | 3      |            |

**List of Minor Courses**

**Minor Courses (For all students) (18 credits)**

Students wishing to get a minor program must take the minor requirements and electives as indicated. Students may also choose not to take a minor program thus they may choose from any major elective courses offered.

**Minor in Advertising**

**Minor Required Courses (9 credits)**

|         |                               |           |
|---------|-------------------------------|-----------|
| AD 3102 | Advertising Media Planning    | 3 Credits |
| AD 3103 | Advertising Creative Strategy | 3 Credits |
| AD 3112 | Brand Communication           | 3 Credits |

**Minor Elective Courses (9 credits)**

Students can take minor elective courses of 9 credits from the Department of Advertising upon completion of the prerequisites (if any).

|           |   |           |
|-----------|---|-----------|
| AD 3106   | Art Direction                                       | 3 Credits |
| AD 3114   | Interactive Advertising and Marketing Communication | 3 Credits |
| AD 3113   | Customer Relationship Management                    | 3 Credits |
| AD 3115   | International Communication Campaign                | 3 Credits |
| AD 3116   | Account Planning                                    | 3 Credits |
| AD 3117   | Advertising and Popular Culture                     | 3 Credits |
| AD 3118   | Selected Topics in Advertising                      | 3 Credits |
| AD 4107   | Basic Copywriting (Thai)                            | 3 Credits |
| Or AD4108 | Basic Copywriting (English)                         | 3 Credits |
| AD 4103   | Creative Media Management                           | 3 Credits |
| AD 4111   | Advanced Brand Communication                        | 3 Credits |
| AD 4122   | Direct Communication Campaign Management            | 3 Credits |
| AD 4123   | Marketing Channel Communication                     | 3 Credits |

**Minor in New Media Communication**

**Minor Required Courses (9 credits)**

|         |  |           |
|---------|--|-----------|
| NM 3402 | Film and Time-based Media Production     | 3 Credits |
| NM 3404 | Multimedia Editing                       | 3 Credits |
| NM 4406 | Broadcast Media Production and Directing | 3 Credits |

**Minor Elective Courses (9 credits)**

Students can take minor elective courses of 9 credits from the Department of Advertising upon completion of the prerequisites (if any).

|         |  |           |
|---------|--|-----------|
| NM 3411 | Advanced Photography and Digital Imaging   | 3 Credits |
| NM 3412 | Creativity and Innovation                  | 3 Credits |
| NM 3414 | New Media Journalism                       | 3 Credits |
| NM 3417 | Computer Graphics for Communication Design | 3 Credits |
| NM 3418 | Interactive Media Art                      | 3 Credits |
| NM 3419 | Selected Topics in New Media               | 3 Credits |
| NM 4413 | Advanced Multimedia Editing                | 3 Credits |
| NM 4414 | Sound for Video Production                 | 3 Credits |
| NM 4417 | Media Content Analysis                     | 3 Credits |
| NM 4418 | Integrated New Media Environments          | 3 Credits |
| NM 4419 | Utilization of New Media Programming       | 3 Credits |

**Academic Year 1/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 2/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year Summer/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 1/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 2/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
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|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year Summer/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Minor in Performance Communication**

**Minor Required Courses (9 credits)**

|         |                                       |           |
|---------|---------------------------------------|-----------|
| PC 3305 | Script Writing and Analysis           | 3 Credits |
| PC 3308 | Performance/ Event Criticism          | 3 Credits |
| PC 4311 | Production Management for Performance | 3 Credits |

**Minor Elective Courses (9 credits)**

Students can take minor elective courses of 9 credits from the Department of Performance Communication upon completion of the prerequisites (if any).

|            |  |           |
|------------|--|-----------|
| PC 3301    | Art and Literature Appreciation              | 3 Credits |
| PC 3302    | Principles of Performance Design             | 3 Credits |
| PC 3320    | Script Writing and Adaptation in Thai        | 3 Credits |
| Or PC 3321 | Script Writing and Adaptation in English     | 3 Credits |
| PC 3322    | Acting for Personality/ Social Interaction   | 3 Credits |
| PC 3323    | Fundamental of Acting                        | 3 Credits |
| PC 3324    | Sound for Performance/ Event                 | 3 Credits |
| PC 4315    | Fundamental of Lighting                      | 3 Credits |
| PC 4316    | Directing                                    | 3 Credits |
| PC 4325    | Costume and Make-up Selection                | 3 Credits |
| PC 4326    | Scenery and Prop Creation                    | 3 Credits |
| PC 4327    | Selected Topics in Performance Communication | 3 Credits |

**Minor in Public Relations**

**Minor Required Courses (9 credits)**

|         |   |           |
|---------|---|-----------|
| PR 3202 | Strategic Public Relations Campaign Planning and Evaluation | 3 Credits |
| PR 3214 | Organization Communication                                  | 3 Credits |
| PR 4201 | Corporate Communication and Stakeholder Relations           | 3 Credits |

**Minor Elective Courses (9 credits)**

Students can take minor elective courses of 9 credits from the Department of Public Relations upon completion of the prerequisites (if any).

|         |  |           |
|---------|--|-----------|
| PR 3210 | Negotiations                                     | 3 Credits |
| PR 3216 | Writing for Public Relations in Thai             | 3 Credits |
| PR 3217 | Desktop Publishing/ Presentation Graphics        | 3 Credits |
| PR 3218 | Special Events Management for Public Relations   | 3 Credits |
| PR 3224 | Applied Research for Public Relations            | 3 Credits |
| PR 3225 | Personality Development and Personal Branding    | 3 Credits |
| PR 3228 | Intercultural Communication                      | 3 Credits |
| PR 3229 | Folk and Traditional Media Communication         | 3 Credits |
| PR 3230 | Digital Public Relations                         | 3 Credits |
| PR 4219 | Community Relations                              | 3 Credits |
| PR 4220 | Financial and Investor Relations                 | 3 Credits |
| PR 4221 | Public Relations for Issue and Crisis Management | 3 Credits |
| PR 4222 | News Writing and Reporting                       | 3 Credits |
| PR 4223 | Magazine/Feature Writing                         | 3 Credits |
| PR 4226 | Selected Topics in Public Relations              | 3 Credits |

**Study Plan**  
**For Bachelor of Communication Arts – Advertising**

**First Year**

**First Semester**

| Course Code | Course Title                                       | Credits            |
|-------------|--|--------------------|
| BG 1001     | English I  | 3(3-3-7)           |
| CA 1012     | Macro-environment, Media Effect and Media Literacy | 3(3-0-6)           |
| GE 1301     | Environmental Science                              | 3(3-0-6)           |
| CA 1001     | Introduction to Communication                      | 3(3-0-6)           |
| CA 1017     | Introduction to Creative Communication             | 3(3-0-6)           |
| MGT 1101    | Introduction to Business                           | 3(3-0-6)           |
|             | <b>Total</b>                                       | <b>18(18-3-33)</b> |

**Second Semester**

| Course Code | Course Title                                      | Credits            |
|-------------|---|--------------------|
| BG 1002     | English II  | 3(3-3-7)           |
| BG 1301     | Fundamentals of Statistics                        | 3(3-0-6)           |
| CA 1002     | Introduction to Photography and Cinematography    | 3(3-2-5)           |
| CA 1006     | Introduction to Journalism and Mass Communication | 3(3-0-6)           |
| GE 1102     | Introduction to Philosophy                        | 3(3-0-6)           |
| GE 1403     | Communication in Thai                             | 3(3-0-6)           |
| OR GE 1404  | Thai Culture and Traditions                       | 3(3-0-6)           |
|             | <b>Total</b>                                      | <b>18(17-5-36)</b> |

**Second Year**

**First Semester**

| Course Code | Course Title                              | Credits            |
|-------------|---|--------------------|
| BG 2000     | English III                               | 3(3-3-7)           |
| CA 2003     | Presentation Technique                    | 3(2-2-5)           |
| CA 2004     | Introduction to Advertising               | 3(3-0-6)           |
| CA 2015     | Introduction to Performance Communication | 3(2-2-5)           |
| CA 2016     | Psychology for Persuasive Communication   | 3(3-0-6)           |
| MKT 2280    | Principles of Marketing                   | 3(3-0-6)           |
|             | <b>Total</b>                              | <b>18(16-7-35)</b> |

**Second Semester**

| Course Code | Course Title                     | Credits            |
|-------------|----------------------------------|--------------------|
| BG 2001     | English IV                       | 3(3-3-7)           |
| CA 2005     | Introduction to Public Relations | 3(3-0-6)           |
| CA 2007     | Introduction to New Media        | 3(2-2-5)           |
| CA 2013     | Utilization of Multimedia Tools  | 3(2-2-5)           |
| CA 2018     | Consumer Insight                 | 3(3-0-6)           |
| GE 2202     | Ethics                           | 3(3-0-6)           |
|             | <b>Total</b>                     | <b>18(16-7-35)</b> |

**Academic Year 1/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 2/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year Summer/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**PERSONAL STUDY PLAN**

**Academic Year 1/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year 2/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Academic Year Summer/.....**

| Code         | Subjects | Credit | Prerequisite | Exam |       |
|--------------|----------|--------|--------------|------|-------|
|              |          |        |              | Mid  | Final |
|              |          |        |              |      |       |
|              |          |        |              |      |       |
| <b>Total</b> |          |        |              |      |       |

**Third Year**

**First Semester**

| Course Code | Course Title                          | Credits            |
|-------------|---------------------------------------|--------------------|
| AD 3101     | Principles of Marketing Communication | 3(3-0-6)           |
| AD 3102     | Advertising Media Planning            | 3(3-0-6)           |
| AD 3103     | Creative Strategy in Advertising      | 3(2-2-5)           |
| CA 3112     | Brand Communication                   | 3(3-0-6)           |
| CA 3011     | Communication Arts Research           | 3(3-0-6)           |
| NM 3401     | Production for Communication Tools    | 3(2-2-5)           |
|             | <b>Total</b>                          | <b>18(16-4-34)</b> |

**Second Semester**

| Course Code | Course Title                                     | Credits            |
|-------------|--|--------------------|
| AD 3119     | Advertising and Marketing Communication Research | 3(3-0-6)           |
| AD 4100     | Seminar in Advertising                           | 3(3-0-6)           |
|             | Major Elective or Minor Course                   | 3(3-0-6)           |
|             | Major Elective or Minor Course                   | 3(3-0-6)           |
|             | Major Elective or Minor Course                   | 3(3-0-6)           |
|             | Free Elective Course                             | 3(3-0-6)           |
|             | <b>Total</b>                                     | <b>18(18-0-36)</b> |

**Fourth Year**

**First Semester**

| Course Code | Course Title                                       | Credits            |
|-------------|--|--------------------|
| AD 4101     | Advertising Workshop I                             | 3(1-4-4)           |
| AD 4104     | Advertising and Marketing Communication Management | 3(3-0-6)           |
| CA 4010     | Law and Ethical Concerns for Communication         | 3(3-0-6)           |
|             | Major Elective or Minor Course                     | 3(3-0-6)           |
|             | Free Elective Course                               | 3(3-0-6)           |
|             | <b>Total</b>                                       | <b>15(13-4-28)</b> |

**Second Semester**

| Course Code | Course Title                   | Credits            |
|-------------|--------------------------------|--------------------|
| AD 4102     | Advertising Workshop II        | 3(1-4-4)           |
| AD 4114     | Campaign Management            | 3(3-0-6)           |
| MGT 2900    | Principles of Management       | 3(3-0-6)           |
|             | Major Elective or Minor Course | 3(3-0-6)           |
|             | Major Elective or Minor Course | 3(3-0-6)           |
|             | <b>Total</b>                   | <b>15(13-4-28)</b> |

**Study Plan**  
*For Bachelor of Communication Arts – New Media Communication*

**First Year**

**First Semester**

| Course Code | Course Title                                       | Credits            |
|-------------|--|--------------------|
| BG 1001     | English I  | 3(3-3-7)           |
| CA 1001     | Introduction to Communication                      | 3(3-0-6)           |
| CA 1007     | Introduction to Creative Communication             | 3(3-0-6)           |
| CA 1012     | Macro-environment, Media Effect and Media Literacy | 3(3-0-6)           |
| GE 1301     | Environmental Science                              | 3(3-0-6)           |
| MGT 1101    | Introduction to Business                           | 3(3-0-6)           |
|             | <b>Total</b>                                       | <b>18(18-3-37)</b> |

**Second Semester**

| Course Code | Course Title                                      | Credits            |
|-------------|---|--------------------|
| BG 1002     | English II  | 3(3-3-7)           |
| BG 1301     | Fundamentals of Statistics                        | 3(3-0-6)           |
| CA 1002     | Introduction to Photography and Cinematography    | 3(2-2-5)           |
| CA 1006     | Introduction to Journalism and Mass Communication | 3(3-0-6)           |
| GE 1102     | Introduction to Philosophy                        | 3(3-0-6)           |
| GE 1403     | Communication in Thai                             | 3(3-0-6)           |
|             | <b>Total</b>                                      | <b>18(17-5-36)</b> |

**Second Year**

**First Semester**

| Course Code | Course Title                               | Credits            |
|-------------|--|--------------------|
| BG 2000     | English III                                | 3(3-3-7)           |
| CA 2003     | Presentation Technique                     | 3(2-2-5)           |
| CA 2007     | Introduction to New Media and Broadcasting | 3(2-2-5)           |
| CA 2015     | Introduction to Performance Communication  | 3(2-2-5)           |
| CA 2016     | Psychology for Persuasive Communication    | 3(3-0-6)           |
| MKT 2280    | Principles of Marketing                    | 3(3-0-6)           |
|             | <b>Total</b>                               | <b>18(15-9-34)</b> |

**Second Semester**

| Course Code | Course Title                      | Credits            |
|-------------|-----------------------------------|--------------------|
| BG 2001     | English IV                        | 3(3-3-7)           |
| CA 2004     | Introduction to Advertising       | 3(3-0-6)           |
| CA 2005     | Introduction to Public Relations  | 3(3-0-6)           |
| CA 2013     | Utilization of Multimedia Tools   | 3(2-2-5)           |
| NM 3401     | Production for Communication Tool | 3(2-2-5)           |
|             | <b>Total</b>                      | <b>18(15-9-34)</b> |

| MAJOR ORIENTATION ATTENDANCE |                   |                     |        |
|------------------------------|-------------------|---------------------|--------|
| Date                         | Title             | Advisor's Signature | Remark |
|                              | First Orientation |                     |        |
|                              | Last Orientation  |                     |        |



**ADVISING ATTENDANCE FOR REGISTRATION APPROVAL AND ADVISING DAY**

Academic Year .....

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

Academic Year .....

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

Academic Year .....

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

Academic Year .....

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

**Third Year**

**First Semester**

| Course Code | Course Title                          | Credits            |
|-------------|---------------------------------------|--------------------|
| AD 3101     | Principles of Marketing Communication | 3(3-0-6)           |
| CA 2018     | Consumer Insight                      | 3(3-0-6)           |
| CA 3011     | Communication Arts Research           | 3(3-0-6)           |
| NM 3402     | Film and Time-based Media             | 3(2-2-5)           |
| NM 3410     | New Media Application                 | 3(2-2-5)           |
|             | Major Elective or Minor Course        | 3(2-2-5)           |
|             | <b>Total</b>                          | <b>18(15-6-33)</b> |

**Second Semester**

| Course Code | Course Title                   | Credits             |
|-------------|--------------------------------|---------------------|
| GE 2202     | Ethics                         | 3(3-0-6)            |
| NM 3404     | Multimedia Editing             | 3(2-2-5)            |
| NM 3412     | Creativity and Innovation      | 3(2-2-5)            |
| NM 3420     | Audience Context Analysis      | 3(2-2-5)            |
|             | Major Elective or Minor Course | 3(2-2-5)            |
|             | Major Elective or Minor Course | 3(2-2-5)            |
|             | <b>Total</b>                   | <b>18(13-10-31)</b> |

**Summer Session**

| Course Code | Course Title      | Credits      |
|-------------|-------------------|--------------|
| NM 4420     | Studio Internship | 1(200 Hours) |

**Fourth Year**

**First Semester**

| Course Code | Course Title                               | Credits            |
|-------------|--|--------------------|
| CA 4010     | Law and Ethical Concerns for Communication | 3(3-0-6)           |
| MGT 2900    | Principles of Management                   | 3(3-0-6)           |
| NM 4405     | Broadcast and New Media                    | 3(2-2-5)           |
| NM 4406     | Broadcast Media Production and Directing   | 3(2-2-5)           |
|             | Major Elective or Minor Course             | 3(2-2-5)           |
|             | Free Elective Course                       | 3(3-0-6)           |
|             | <b>Total</b>                               | <b>18(15-6-33)</b> |

**Second Semester**

| Course Code | Course Title                       | Credits            |
|-------------|------------------------------------|--------------------|
| NM 4407     | Seminar in Broadcast and New Media | 3(3-0-6)           |
| NM 4408     | Studio Workshop                    | 6(4-4-10)          |
|             | Major Elective or Minor Course     | 3(2-2-5)           |
|             | Major Elective or Minor Course     | 3(2-2-5)           |
|             | Free Elective Course               | 3(3-0-6)           |
|             | <b>Total</b>                       | <b>18(14-8-32)</b> |

**Study Plan**  
**For Bachelor of Communication Arts – Performance Communication**

**First Year**

**First Semester**

| Course Code | Course Title                                       | Credits             |
|-------------|--|---------------------|
| BG 1001     | English I  | 3 (3-3-7)           |
| GE 1301     | Environmental Science                              | 3 (3-0-6)           |
| CA 1001     | Introduction to Communication                      | 3 (3-0-6)           |
| CA 1012     | Macro-environment, Media Effect and Media Literacy | 3 (3-0-6)           |
| CA 1017     | Introduction to Creative Communication Design      | 3 (3-0-6)           |
| MGT 1101    | Introduction to Business                           | 3 (3-0-6)           |
|             | <b>Total</b>                                       | <b>18 (18-3-37)</b> |

**Second Semester**

| Course Code | Course Title                                      | Credits            |
|-------------|---|--------------------|
| BG 1002     | English II  | 3(3-3-7)           |
| BG 1301     | Fundamentals of Statistics                        | 3(3-0-6)           |
| CA 1002     | Introduction to Photography and Cinematography    | 3(2-2-5)           |
| CA 1006     | Introduction to Journalism and Mass Communication | 3(3-0-6)           |
| GE 1102     | Introduction to Philosophy                        | 3(3-0-6)           |
| GE 1403     | Communication in Thai                             | 3(3-0-6)           |
|             | <b>Total</b>                                      | <b>18(17-5-36)</b> |

**Second Year**

**First Semester**

| Course Code | Course Title                              | Credits            |
|-------------|---|--------------------|
| BG 2000     | English III                               | 3(3-3-7)           |
| CA 2003     | Presentation Technique                    | 3(2-2-5)           |
| CA 2005     | Introduction to Public Relations          | 3(3-0-6)           |
| CA 2015     | Introduction to Performance Communication | 3(2-2-5)           |
| CA2016      | Psychology for Persuasive Communication   | 3(3-0-6)           |
| MKT 2280    | Principles of Marketing                   | 3(3-0-6)           |
|             | <b>Total</b>                              | <b>18(16-7-35)</b> |

**Second Semester**

| Course Code | Course Title                               | Credits            |
|-------------|--|--------------------|
| BG 2001     | English IV                                 | 3(3-3-7)           |
| CA 2004     | Introduction to Advertising                | 3(3-0-6)           |
| CA 2007     | Introduction to New Media and Broadcasting | 3(2-2-5)           |
| CA 2013     | Utilization of Multimedia Tools            | 3(2-2-5)           |
| CA 3018     | Consumer Insight                           | 3(3-0-6)           |
| GE 2202     | Ethics                                     | 3(3-0-6)           |
|             | <b>Total</b>                               | <b>18(16-7-35)</b> |

**ADVISING ATTENDANCE FOR PRE-REGISTRATION ONLINE**

**Academic Year .....**

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

**Academic Year .....**

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

**Academic Year .....**

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |

**Academic Year .....**

| Date | Advising Attendance                       | Advisor's Signature | Remark |
|------|---|---------------------|--------|
|      | Advising and Pre-registration for 1/..... |                     |        |
|      | Advising and Pre-registration for 2/..... |                     |        |



**Study Plan**  
**For Bachelor of Communication Arts – Public Relations**

| <b>First Year</b>      |  |                    |
|------------------------|--|--------------------|
| <b>First Semester</b>  |  |                    |
| <b>Course Code</b>     | <b>Course Title</b>                                | <b>Credits</b>     |
| BG 1001                | English I  | 3(3-3-7)           |
| CA 1001                | Introduction to Communication                      | 3(3-0-6)           |
| CA 1012                | Macro-environment, Media Effect and Media Literacy | 3(3-0-6)           |
| CA 1017                | Introduction to Creative Communication Design      | 3(3-0-6)           |
| GE 1301                | Environmental Science                              | 3(3-0-6)           |
| MGT 1101               | Introduction to Business                           | 3(3-0-6)           |
|                        | <b>Total</b>                                       | <b>18(18-3-37)</b> |
| <b>Second Semester</b> |  |                    |
| <b>Course Code</b>     | <b>Course Title</b>                                | <b>Credits</b>     |
| BG 1002                | English II   | 3(3-3-7)           |
| BG 1301                | Fundamentals of Statistics                         | 3(3-0-6)           |
| CA 1002                | Introduction to Photography and Cinematography     | 3(2-2-5)           |
| CA 1006                | Introduction to Journalism and Mass Communication  | 3(3-0-6)           |
| GE 1102                | Introduction to Philosophy                         | 3(3-0-6)           |
| GE 1403                | Communication in Thai                              | 3(3-0-6)           |
|                        | <b>Total</b>                                       | <b>18(17-5-36)</b> |

| <b>Second Year</b>     |  |                    |
|------------------------|--|--------------------|
| <b>First Semester</b>  |  |                    |
| <b>Course Code</b>     | <b>Course Title</b>                        | <b>Credits</b>     |
| BG 2000                | English III                                | 3(3-3-7)           |
| CA 2003                | Presentation Technique                     | 3(2-2-5)           |
| CA 2005                | Introduction to Public Relations           | 3(3-0-6)           |
| CA 2015                | Introduction to Performance Communication  | 3(2-2-5)           |
| CA 2016                | Psychology for Persuasive Communication    | 3(3-0-6)           |
| MKT 2280               | Principles of Marketing                    | 3(3-0-6)           |
|                        | <b>Total</b>                               | <b>18(16-7-35)</b> |
| <b>Second Semester</b> |  |                    |
| <b>Course Code</b>     | <b>Course Title</b>                        | <b>Credits</b>     |
| BG 2001                | English IV                                 | 3(3-3-7)           |
| CA 2004                | Introduction to Advertising                | 3(3-0-6)           |
| CA 2007                | Introduction to New Media and Broadcasting | 3(2-2-5)           |
| CA 2013                | Utilization of Multimedia Tools            | 3(2-2-5)           |
| CA 2018                | Consumer Insight                           | 3(3-0-6)           |
| GE 2202                | Ethics                                     | 3(3-0-6)           |
|                        | <b>Total</b>                               | <b>18(16-7-35)</b> |

| <b>Third Year</b>      |   |                     |
|------------------------|---|---------------------|
| <b>First Semester</b>  |   |                     |
| <b>Course Code</b>     | <b>Course Title</b>   | <b>Credits</b>      |
| AD 3101                | Principles of Marketing Communication                       | 3(3-0-6)            |
| CA 3011                | Communication Arts Research                                 | 3(3-0-6)            |
| NM 3401                | Production for Communication Tools                          | 3(2-2-5)            |
| PR 3202                | Strategic Public Relations Campaign Planning and Evaluation | 3(3-0-6)            |
| PR 3214                | Organizational Communication                                | 3(3-0-6)            |
| PR 3215                | Writing for Public Relations in English                     | 3(2-2-5)            |
|                        | <b>Total</b>  | <b>18(16-4-34)</b>  |
| <b>Second Semester</b> |   |                     |
| <b>Course Code</b>     | <b>Course Title</b>   | <b>Credits</b>      |
| MGT 2900               | Principles of Management                                    | 3(3-0-6)            |
| PR 3204                | Marketing Public Relations                                  | 3(3-0-6)            |
| PR 3227                | Media Relations and Planning                                | 3(2-2-5)            |
|                        | Major Elective or Minor Course                              | 3(3-0-6)            |
|                        | Major Elective or Minor Course                              | 3(3-0-6)            |
|                        | Free Elective Course  | 3(3-0-6)            |
|                        | <b>Total</b>  | <b>18(17-2-35)</b>  |
| <b>Summer Session</b>  |   |                     |
| PR 4211                | Public Relations Internship                                 | 1(200 Hours)        |
|                        | <b>Total</b>  | <b>1(200 Hours)</b> |

| <b>Fourth Year</b>     |   |                    |
|------------------------|---|--------------------|
| <b>First Semester</b>  |   |                    |
| <b>Course Code</b>     | <b>Course Title</b>                               | <b>Credits</b>     |
| CA 4010                | Law and Ethical Concerns for Communication        | 3(3-0-6)           |
| PR 4201                | Corporate Communication and Stakeholder Relations | 3(3-0-6)           |
| PR 4207                | Public Relations Workshop I                       | 3(1-4-4)           |
|                        | Major Elective or Minor Course                    | 3(3-0-6)           |
|                        | Major Elective or Minor Course                    | 3(3-0-6)           |
|                        | <b>Total</b>                                      | <b>15(13-4-28)</b> |
| <b>Second Semester</b> |   |                    |
| <b>Course Code</b>     | <b>Course Title</b>                               | <b>Credits</b>     |
| PR 4208                | Public Relations Workshop II                      | 3(1-4-4)           |
| PR 4209                | Seminar in Public Relations                       | 3(2-2-5)           |
|                        | Major Elective or Minor Course                    | 3(3-0-6)           |
|                        | Major Elective or Minor Course                    | 3(3-0-6)           |
|                        | Free Elective                                     | 3(3-0-6)           |
|                        | <b>Total</b>                                      | <b>15(12-6-27)</b> |