

# Study Plan Template for Advising Record (ID 60 onwards)

## Academic Year 3/2020 and 1/2021

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

### General Information

Student ID	
Student Name	
Telephone Number	
E-mail	
Advisor name	

### General Education Courses (36 Credits) for all students

These subjects can pass with the grade from "A to D".

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

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

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

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

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

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

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

Grade	Code	Course Title	Credit
	BG 1301	Fundamentals of Statistics	3

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## Professional Courses and Free Elective Courses

### 1. Core Courses (36 Credits)

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

Grade	Code	Course Title	Credit
	CA 1001	Introduction to Communication	3
	CA 1002	Introduction to Photography and Cinematography	3
	CA 1021	Introduction to Advertising and Branding	3
	CA 1022	Introduction to Public Relations	3
	CA 1023	Introduction to Live Event Creation and Management	3
	CA 1024	Introduction to Digital Media Communication	3
	CA 1025	Computer Graphic Design	3
	CA 2003	Presentation Technique	3
	CA 2019	Communication Arts Research	3
	MGT 1101	Introduction to Business	3
	MGT 2900	Principles of Management	3
	MKT 2280	Principles of Marketing	3

## For Bachelor of Communication Arts

### Advertising

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

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

Grade	Code	Course Title	Credit
	CA 2100	Consumer Insight	3
	CA 2101	Idea Generation in Advertising	3
	AD 2102	Principles of Marketing Communication	3
	AD 3102	Advertising Media Planning	3
	AD 3103 or AD 3104	Advertising Creative Strategy (English) Advertising Creative Strategy (English)	3
	AD 3112	Brand Communication	3
	AD 3113	Customer Relationship Management	3
	AD 3114	Interactive Advertising and Marketing Communication	3
	AD 3119	Advertising and Marketing Communication Research	3
	AD 4100	Seminar in Advertising	3
	AD 4101	Advertising Workshop I	6
	AD 4102	Advertising Workshop II	6

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

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

Plan A: Major Concentration Courses

Students can choose one of three concentrations in the following.

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

Or Plan B: Major Elective Courses

#### Plan A- Major Concentration Courses

Advertising students pursuing PLAN A must select a concentration in the major area below.

Then, students must study three mandatory courses in the selected concentration and two major elective courses from Advertising to fulfill 15 credits.

#### Concentration in Strategic Integrated Marketing Communication

Grade	Code	Course Title	Credit
	AD 3120	Integrated Marketing Communication Planning and Strategy	3
	AD 3121	Strategic Situation Analysis	3
	AD 3122	Presentation Design for Campaign planning	3
		Advertising Major Elective Course	
		Advertising Major Elective Course	

#### Concentration in Brand Communication

Grade	Code	Course Title	Credit
	AD 3120	Integrated Marketing Communication Planning and Strategy	3
	AD 3123	Corporate Brand Communication	3
	AD 3124	Strategic Brand Positioning	3
		Advertising Major Elective Course	
		Advertising Major Elective Course	

**Concentration in Advertising Creative and Production**

Grade	Code	Course Title	Credit
	AD 3106	Art Direction	3
	AD 3107 or AD 3108	Copywriting (Thai) Copywriting (Eng)	3
	AD 3125	Production Design for Advertising and Brand Communication	3
		Advertising Major Elective Course	
		Advertising Major Elective Course	

**PLAN B- Major Elective Courses**

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

Grade	Code	Course Title	Credit
	AD 3106	Art Direction	3
	AD 3107 or AD 3108	Copywriting (Thai) Copywriting (Eng)	3
	AD 3117	Advertising and Popular Culture	3
	AD 3126-30	Selected Topics in Advertising I	3
	AD 3131-35	Selected Topics in Advertising II	3
	AD 3120	Integrated Marketing Communication Planning and Strategy	3
	AD 3121	Strategic Situation Analysis	3
	AD 3122	Presentation Design for Campaign Planning	3
	AD 3123	Corporate Brand Communication	3
	AD 3124	Strategic Brand Positioning	3
	AD 3125	Production Design for Advertising and Brand Communication	3

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

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

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

Grade	Code	Course Title	Credit	From Major	Remark
			3		
			3		