

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

### For Register in 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		

## For Bachelor of Communication Arts

### Digital Media Communication

#### 2. Major Required Courses (48 Credits)

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

Grade	Code	Course Title	Credit
	DM 2401	Media Context Analysis	3
	DM 2402	Narrative	3
	DM 2403	Digital Media Production and Management	3
	DM 2404	Digital Media Design	3
	DM 3400	Internship	3
	DM 3401	Cinematography	3
	DM 3402	Editing Concept	3
	DM 3403	UI and UX Design	3
	DM 3404	Digital Motion Graphic	3
	DM 3405	Website and Application Design	3
	DM 3406	Sound Design for Digital Media Communication	3
	DM 4401	Digital Media Communication Workshop I	6
	DM 4402	Digital Media Communication Workshop II	6
	DM 4403	Seminar in Digital Media Communication	3

#### 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 two plans in the following.

- Concentration 1: "Motion Picture"
- Concentration 2: "Interactive Media"

**Or Plan B: Major Elective Courses****Plan A: Major Concentration Courses**

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

**Concentration 1: "Motion Picture"**

Grade	Code	Course Title	Credit
	DM 3421	Screenwriting	3
	DM 3422	Directing	3
	DM 3425	Lighting	3
		Digital Media Communication Major Elective Course	3
		Digital Media Communication Major Elective Course	3

**Concentration 2: "Interactive Media"**

Grade	Code	Course Title	Credit
	DM 3421	Screenwriting	3
	DM 3424	Digital Content Creation	3
	DM 3426	Innovation and Digital Technology	3
		Digital Media Communication Major Elective Course	3
		Digital Media Communication Major Elective Course	3

**PLAN B- Major Elective Courses**

Digital Media Communication students pursuing PLAN B must select any digital media communication major elective courses with any major requirement courses or major elective courses from Advertising, 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
	DM 3421	Screenwriting	3
	DM 3422	Directing	3
	DM 3423	Documentary	3
	DM 3424	Digital Content Creation	3
	DM 3425	Lighting	3
	DM 3426	Innovation and Digital Technology	3

	DM 4421	Advanced Photography and Digital Imaging	3
	DM 4422	Advanced Directing	3
	DM 4423	Advanced UI and UX Design	3
	DM 4424	Selected Topic in Digital Media 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		

For Bachelor of Communication Arts

## Public Relations (Student ID 6x)

### 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
	PR 2201	Marketing Public Relations	3
	PR 2204	Strategic Public Relations Campaign Planning and Evaluation	3
	PR 2203	Persuasive Communication	3
	PR 3214	Organization Communication	3
	PR 3215	Writing for Public Relations in English	3
	PR 3236	Content Strategy	3
	PR 3230	Digital Public Relations	3
	PR 4201	Corporate Communication and Stakeholder Relations	3
	PR 4221	Public Relations for Issue and Crisis Management	3
	PR 4227	Public Relations Senior Project for Marketing Communication	6
	PR 4228	Public Relations Senior Project for Social Campaign	6
	PR 4209	Seminar in Public Relations	3
	PR 4213	Public Relations Internship	3

### 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 two concentrations in the following.

- Concentration 1: “Relationship Management”
- Concentration 2: “Public Relations Campaign Execution”

Or Plan B: Major Elective Courses

#### Plan A- Major Concentration Courses

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

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

#### Concentration in “Relationship Management”

Grade	Code	Course Title	Credit
	PR 3227	Media Relations and Planning	3
	PR 4219	Community Relations	3
	PR 4233	Investor Relations	3
		Public Relations Major Elective Course	
		Public Relations Major Elective Course	

#### Concentration in “Public Relations Campaign Execution”

Grade	Code	Course Title	Credit
	PR 3218	Special Events Management for Public Relations	3
	PR 4232	Fundamental Design for Public Relations	3
	PR 4234	Traditional Media Production for Public Relations	3
		Public Relations Major Elective Course	
		Public Relations Major Elective Course	

#### PLAN B- Major Elective Courses



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

Grade	Code	Course Title	Credit
	PR 3216	Writing for Public Relations in Thai	3
	PR 3224	Applied Research for Public Relations	3
	PR 3225	Personality Development and Personal Branding	3
	PR 3228	Intercultural Communication	3
	PR 4226	Selected Topics in Public Relations	3
	PR 4229	Public Speaking	3
	PR 4230	Interactive Media for Public Relations	3
	PR 4231	Sponsorship Management for Public Relations	3
	PR 4235	Current Trends and Digital Literacy	3
	PR 4236	Computer Graphic for Public Relations	3
	PR 3216	Writing for Public Relations in Thai	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		

For Bachelor of Communication Arts

## Live Event Creation and Management (Student ID 6x)

### 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
	LV2101	Script Analysis and Creation for Live Events	3
	LV2102	Design for Live Event Creation and Management	3
	LV2103	Acting for Live Events	3
	LV2104	Art and Literature Appreciation	3
	LV3101	Sound Creation and Production for Live Events	3
	LV3102	Art Direction for Live Events	3
	LV3103	Show Directing	3
	LV3104	Marketing Communication for Live Events	3
	LV3105	Stage Management for Live Events	3
	LV3110	Live Event Creation and Management Internship	3
	LV4101	Live Event Creation and Management Workshop I	3
	LV4102	Live Event Creation and Management Workshop II	6
	LV4103	Research Methodology for Live Events	3
	LV4104	Project Management for Live Events	3

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

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

Grade	Code	Course Title	Credit
	LV 3201	Creative Writing and Script Adaptation for Live Events	3
	LV 3202	Costume and Make up	3
	LV 3203	Advanced Acting for Live Events	3
	LV 3204	Personality Development	3
	LV 3205	Lighting and Media Design for Live Events	3
	LV 3206	Property and Scene Design	3
	LV 4201	Art and Culture in 21 <sup>st</sup> Century	3
	LV 4202	Cultural Events and Festival Management	3
	LV 4203	Promotion and Strategy for Live Events	3
	LV 4204	Selected Topic in Live Event Creation and Management	3
	LV4205	Approaches and Concept of Criticism in Live Events	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”.

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Grade	Code	Course Title	Credit	From Major	Remark
			3		
			3		