



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

### 3. Humanities Courses (3 Credits)

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

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

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

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

		Tools			
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## *For Bachelor of Communication Arts – Public Relations (ID 5x only)*

### 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)	Remark
	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 CA 2005	
	PR 3227	Media Relations and Planning	3	BG 2005 PR 3215 Or PR 3216	
	PR 4201	Corporate Communication and Stakeholder Relations	3	CA 2005	
	PR 4207	Public Relations Workshop I	3	CA 3011 PR 3202	
	PR 4208	Public Relations Workshop II	3	PR 3202 PR 3215 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)

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

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

**Major Elective Courses**

Grade	Code	Course Title	Credit	Prerequisite (s)	Remark
	PR 3210	Negotiations	3	CA 1001 CA 2016	
	PR 3216	Writing for Public Relations in Thai	3	GE 1403 CA 2005	
	PR 3217	Desktop Publishing/ Presentation Graphics	3	CA 2005 CA 2013	
	PR 3218	Special Events Management for Public Relations	3	CA 2005	
	PR 3224	Applied Research for Public Relations	3	CA 2005 CA 3011	
	PR 3225	Personality Development and Personal Branding	3	CA 2005 CA 3014	
	PR 3228	Intercultural Communication	3	CA 1001 CA 2005	
	PR 3229	Folk and Traditional Media Communication	3	CA 2005	
	PR 3230	Digital Public Relations	3	CA 2005 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 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	Remark
			3		
			3		
			3		
			3		
			3		
			3		

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

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

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

Grade	Code	Course Title	Credit	From Major	Remark
			3		
			3		

