

Study Plan for Advising Record

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	
Line ID	
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

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

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		