

## Study Plan for Advising Record (ID 55-59)

### For Register in Academic Year 2/2021

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)

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)	Remark
	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)	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 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)	Remark
	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 AD 3101	
	AD 4102	Advertising Workshop II	3	CA 3011 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)

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
	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 MKT 2280	

### 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		Remark
			3		Remark

# 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)	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 1203	
	NM 3402	Film and Time-based Media Production	3	CA 2007 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 NM 3401	
	NM 4406	Broadcast Media Production and Directing	3	NM 3402	
	NM 4407	Seminar in Broadcast and New Media	3	NM 3401 NM 3402 (For NM Students Only)	
	NM 4408	Studio Workshop	6	NM 3401 NM 3402 (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.

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	Remark
	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	

#### 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		

# 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)	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	
	PC 3305	Script Writing and Analysis	3	CA 1001 CA 2015	
	PC 3306	Marketing Management for Performance Project	3	AD 3101	
	PC 3307	Visualization of Stage/ Event	3	CA 2015 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 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)

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	From Major	Remark
	PC 3301	Art and Literature Appreciation	3	CA 1001 CA 2015	
	PC 3302	Principles of Performance Design	3	CA 1001 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 PC 3322	
	PC 4325	Costume and Make-up Selection	3	PC 3302 PC 3307	
	PC 4326	Scenery and Prop Creation	3	PC 3302 PC 3307	
	PC 4327	Selected Topics in Performance Communication	3	CA 2015	

### 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		



# 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)	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	



**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		