

Study Plan for Advising Record (ID 60 onwards)

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

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

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 st 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”.

| Grade | Code | Course Title | Credit | From Major | Remark |
|-------|------|--------------|--------|------------|--------|
| | | | 3 | | |
| | | | 3 | | |