

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	3	CA1002	
		Tools			

For Bachelor of Communication Arts
– Performance Communication
ID5x only

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)
	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

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
			3	
			3	