

## Study Plan

### First year

#### First Semester

Course Code	Course Title	Credits
AAD 2008	Digital Photography	3 (2-2-5)
ELE 1001	Communicative English I	3 (2-3-6)
CA 1100	Introduction to Human Communication	3 (3-0-6)
CA 1101	Introduction to Strategic Communication	3 (3-0-6)
CA 1104	Creative Production Management	3 (2-2-5)
GE 1410	Thai for Professional Communication (for Thai students)	2 (2-0-4)
or GE 1411	Thai Language for Multicultural Communication (for non-Thai students)	2 (2-0-4)
or GE 1412	Introductory Thai Usage (for Thai students from International Program)	2 (2-0-4)
	<b>Total</b>	<b>17 (14-7-32)</b>

#### Second Semester

Course Code	Course Title	Credits
BBA 1004	Essential Marketing for Entrepreneurs	2 (2-0-4)
CA 1102	Introduction to Creative Communication	3 (3-0-6)
CA 1103	Introduction to Computer Graphic Design	3 (2-2-5)
CA 1105	Introduction to Innovative Business and Sustainable Communication	3 (3-0-6)
ELE 1002	Communicative English II	3 (2-3-6)
GE 1303	Science for Sustainable Future	2 (2-0-4)
	<b>Total</b>	<b>16 (14-5-31)</b>

### Second year

#### First Semester

Course Code	Course Title	Credits
BBA 1005	Essential Finance for Entrepreneurs	2 (2-0-4)
CA 2100	Psychology and Persuasion in Communication	3 (3-0-6)

CA 2102	Introduction to Marketing Communication	3 (2-2-5)
CA 2120	Interactive and Digital Platform Design	3 (2-2-5)
ELE 2000	Academic English	3 (2-3-6)
GE 2110	Human Civilizations and Global Citizens	2 (2-0-4)
	<b>Total</b>	<b>16 (13-7-30)</b>

**Second Semester**

Course Code	Course Title	Credits
AAD 3012	Thai Art and Culture	3 (3-0-6)
ELE 2001	Advanced Academic English	3 (3-2-6)
CA 2101	Presentation and Public Speaking	3 (2-2-5)
CA 2110	Media Literacy and Ethical Concerns	3 (3-0-6)
CA 2130	Communication Arts Research and Tools	3 (3-0-6)
BBA 1006	Essential Economics for Entrepreneurs	2 (2-0-4)
	<b>Total</b>	<b>17 (15-5-33)</b>

**Third year**

**First Semester**

Course Code	Course Title	Credits
CA 3100	Consumer Insights and Tools	3 (3-0-6)
CA3101	Strategic Brand Communication	3 (3-0-6)
CA 3102	Media Planning	3 (3-0-6)
CA 3110	Storytelling for Creative Communication	3 (2-2-5)
CA 3112	Sound Design for Communication	3 (2-2-5)
GE 2202	Ethics	3 (3-0-6)
	<b>Total</b>	<b>18 (16-4-34)</b>

**Second Semester**

Course Code	Course Title	Credits
CA 3111	Creative Entrepreneurial Project Management	3 (2-2-5)
CA 3120	Entrepreneurial Principles and Practices for Communication Arts	3 (3-0-6)
BBA 1007	Data Analytics for Entrepreneurs	3 (2-2-5)
Concentration Courses		3 (2-2-5)

Concentration Courses		3 (2-2-5)
Concentration Courses		3 (2-2-5)
	<b>Total</b>	<b>18 (13-10-31)</b>

Summer Session

Course Code	Course Title	Credits
CA3130	Creative Commercial Communication Internship	1 (160 hrs)

**Fourth year**

First Semester

Course Code	Course Title	Credits
	<i>For Advertising and Brand Communication Concentration</i>	
AD 4202	Advertising and Brand Communication Workshop	3 (2-2-5)
	<i>For Digital Media Communication Concentration</i>	
DM 4202	Digital Media Communication Workshop	3 (2-2-5)
	<i>For Image Management and Public Relations Concentration</i>	
PR 4242	Image Management and Public Relations Workshop	3 (2-2-5)
	<i>For Innovative Gamification and Content Management Concentration</i>	
IG 4200	Innovative Gamification and Content Management Workshop	3 (2-2-5)
	<i>For Live Event Creation and Management Concentration</i>	
LV 4211	Live Event Creation and Management Workshop	3 (2-2-5)
	Concentration Courses	3 (2-2-5)
	Concentration Courses	3 (2-2-5)
	Concentration Courses	3 (2-2-5)
	Concentration Courses	3 (2-2-5)
	<b>Total</b>	<b>15 (10-10-25)</b>

Second Semester

Course Code	Course Title	Credits
CA 4100	Creative Commercial Communication Workshop	3 (2-2-5)
	Concentration Courses	3 (2-2-5)

Free Elective		3 (2-2-5)
Free Elective		3 (2-2-5)
	<b>Total</b>	<b>12 (8-8-20)</b>

## Courses

### A. General Education Courses

Language Courses		14 Credits
ELE 1001	Communicative English I	3 (2-3-6)
ELE1002	Communicative English II	3 (2-3-6)
ELE 2000	Academic English	3 (2-3-6)
ELE 2001	Advanced Academic English	3 (2-3-6)
GE 1410	Thai for Professional Communication (for Thai students)	2 (2-0-4)
or GE 1411	Thai Language for Multicultural Communication (for non-Thai students)	2 (2-0-4)
or GE 1412	Introductory Thai Usage (for Thai students from International Program)	2 (2-0-4)
Social Science Courses		9 Credits
BBA 1004	Essential Marketing for Entrepreneurs	2 (2-0-4)
BBA 1005	Essential Finance for Entrepreneurs	2 (2-0-4)
BBA 1006	Essential Economics for Entrepreneurs	2 (2-0-4)
GE 2202	Ethics	3 (3-0-6)
Humanities Courses		2 Credits
GE 2110	Human Civilizations and Global Citizens	2 (2-0-4)
Science and Mathematics Courses		5 Credits
BBA 1007	Data Analytics for Entrepreneurs	3 (2-2-5)
GE 1303	Science for Sustainable Future	2 (2-0-4)

### B. Specialized Courses:

<b>Core Courses</b>		<b>36 Credits</b>
AAD 2008	Digital Photography	3 (2-2-5)
AAD 3012	Thai Art and Culture	3 (3-0-6)

CA 1100	Introduction to Human Communication	3 (3-0-6)
CA 1101	Introduction to Strategic Communication	3 (3-0-6)
CA 1102	Introduction to Creative Communication	3 (3-0-6)
CA 1103	Introduction to Computer Graphic Design	3 (2-2-5)
CA 1104	Creative Production Management	3 (2-2-5)
CA 1105	Introduction to Innovative Business and Sustainable Communication	3 (3-0-6)
CA 2102	Introduction to Marketing Communication	3 (2-2-5)
CA 2110	Media Literacy and Ethical Concerns	3 (3-0-6)
CA 2120	Interactive and Digital Platform Design	3 (2-2-5)
CA 2130	Communication Arts Research and Tools	3 (3-0-6)

**Major Required Courses**

**31 Credits**

CA 2100	Psychology and Persuasion in Communication	3 (3-0-6)
CA 2101	Presentation and Public Speaking	3 (2-2-5)
CA 3100	Consumer Insight and Tools	3 (3-0-6)
CA 3101	Strategic Brand Communication	3 (3-0-6)
CA 3102	Media Planning	3 (3-0-6)
CA 3110	Storytelling for Creative Communication	3 (2-2-5)
CA 3111	Creative Entrepreneurial Project Management	3 (2-2-5)
CA 3112	Sound Design for Communication	3 (2-2-5)
CA 3120	Entrepreneurial Principles and Practices for Communication Arts	3 (3-0-6)
CA 3130	Creative Commercial Communication Internship	1(160 hours)
CA 4100	Creative Commercial Communication Workshop	3 (2-2-5)

**Concentration Courses**

**27 Credits**

**Concentration in Advertising and Brand Communication**

AD 3200	Strategic Integrated Marketing Communication Planning	3 (3-0-6)
AD 3201	Data-driven Communication and Advertising Research	3 (2-2-5)

AD 3202	Customer Journey, Branded Experience and Relationship	3 (3-0-6)
AD 3203	Idea Generation for Creative Communication	3 (2-2-5)
AD 4200	Innovative Brand Communication	3 (3-0-6)
AD 4201	Media Synergy and Content Design	3 (2-2-5)
AD 4202	Advertising and Brand Communication Workshop	3 (2-2-5)

**Concentration in Digital Media Communication**

DM 3200	Media Context Analysis in the Digital Age	3 (3-0-6)
DM 3201	Digital Content Resource Management	3 (2-2-5)
DM 3202	Story Development in Digital Motion Picture	3 (2-2-5)
DM 3203	Aesthetics of Narrative and Motion Design	3 (2-2-5)
DM 4200	Rhythm of Narration	3 (2-2-5)
DM 4201	User Experience Design	3 (2-2-5)
DM 4202	Digital Media Communication Workshop	3 (2-2-5)

**Concentration in Image Management and Public Relations**

PR 3240	Public Relations Planning for Enterprise And Entrepreneurs	3 (2-2-5)
PR 3241	Experiential Event Management for Stakeholder Relations	3 (2-2-5)
PR 3242	Influencer Relations in Digital Context	3 (2-2-5)
PR 3243	Content Creation in Public Relations Writing	3 (2-2-5)
PR 4240	Intercultural and International Communication in Global Market	3 (3-0-6)
PR 4241	Crisis Communication and Reputation Management	3 (3-0-6)
PR 4242	Image Management and Public Relations Workshop	3 (2-2-5)

**Concentration in Innovative Gamification and Content Management**

AD 3281	Micro Influencer Communication Strategy	3 (2-2-5)
DM 4201	User Experience Design	3 (2-2-5)
IG 3200	Applied Gamification	3 (3-0-6)
IG 3201	Creative Innovation	3 (3-0-6)

IG 4200 Innovative Gamification and Content Management 3 (2-2-5)  
Workshop

LV 3283 Special Event and Festival Management 3 (2-2-5)

PR 3282 Personal Branding and Image Management 3 (2-2-5)

**Concentration in Live Event Creation and Management**

LV 3301 Script Analysis and Creation for Live Performance 3 (2-2-5)

LV 3302 Acting Skills Training for Live Performance 3 (2-2-5)

LV 3212 Art Direction for Live Performance 3 (2-2-5)

LV 3213 Stage Management for Live Performance 3 (2-2-5)

LV 4210 Project Management for Live Performance 3 (2-2-5)

LV 4211 Persuasive Marketing for Live Performance 3 (2-2-5)

LV 4212 Live Event Creation and Management Workshop 3 (2-2-5)

Students can choose two concentration courses of 6 credits from any concentration of the Albert Laurence School of Communication Arts upon completion of the prerequisites (if any).

AD 3260-64 Selected Topics in Advertising and Brand Communication Concepts 3 (3-0-6)

AD 3270-74 Selected Topics in Advertising and Brand Communication Practices 3 (2-2-5)

AD 3275-84 Selected Topics in Marketing Communication Technology Practices 3 (2-2-5)

DM 3260-64 Selected Topics in Digital Media Communication Concepts 3 (3-0-6)

DM 3270-74 Selected Topics in Digital Media Communication Practices 3 (2-2-5)

PR 3260-64 Selected Topics in Image Management and Public Relations Concepts 3 (3-0-6)

PR 3270-74 Selected Topics in Image Management and Public Relations Practices 3 (2-2-5)

IG 3260-64 Selected Topics in Innovative Gamification and Content Management Concepts 3 (3-0-6)

IG 3270-74	Selected Topics in Innovative Gamification and Content Management Practices	3 (2-2-5)
LV 3260-64	Selected Topics in Live Event Creation and Management Concepts	3 (3-0-6)
LV 3270-74	Selected Topics in Live Event Creation and Management Practices	3 (2-2-5)

### **C. Free Elective Courses 6 Credits**

Students can take free elective courses of 6 credits from the Albert Laurence School of Communication Arts or any faculty in Assumption University upon completion of the prerequisites (if any).

AD 3280	Inspiration, Lifestyles and Popular Culture	3(2-2-5)
AD 3281	Micro Influencer Communication Strategy	3 (2-2-5)
AD 3282	Aesthetic Taste for Creative Communication	3 (2-2-5)
AD 3283	Brand Identity Design	3 (2-2-5)
AD 3284	Presentation Design for Pitching	3 (2-2-5)
CA 1110	Art and Beauty of Living	3 (2-2-5)
CDI 3270-74	Selected Topics in Digital Imagery Practices	3 (2-2-5)
DM 3280	Digital Art in Data Visualization	3 (2-2-5)
DM 3281	Arts of Cinematography	3 (2-2-5)
DM 3282	Live Streaming Media	3 (2-2-5)
DM 3283	Online Application Design	3 (2-2-5)
DM 3284	Innovative Digital Technology and Business Applications	3 (2-2-5)
IG 3280	E-sport Business Management	3 (3-0-6)
IG 3281	Content Creation for Game Streaming	3 (2-2-5)
IG 3282	Introduction to Animation and Game	3 (3-0-6)
GDC 3270-74	Selected Topics in Graphic Design Practices	3 (2-2-5)
LV 3280	Costume, Make-up and Styling	3 (2-2-5)
LV 3281	Acting Skills Training for Personality Development	3 (2-2-5)
LV 3282	Set-props Design and Production	3 (2-2-5)
LV 3283	Special Event and Festival Management	3 (2-2-5)



LV 3284	Acting for Camera and Live Performance	3 (2-2-5)
PR 3280	Data-based Content Strategy	3 (2-2-5)
PR 3281	Public Relations Tools and Activities	3 (3-0-6)
PR 3282	Personal Branding and Image Management	3 (2-2-5)
PR 3283	Corporate Image and Social Enterprise	3 (3-0-6)
PR 3284	Current Trends Analysis for Public Relations	3 (2-2-5)