



Study Plan Template for Advising Record (ID 65 onward)

Academic Year

General Information

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| Student ID | |
| Student Name | |
| E – mail | |
| Line ID | |
| Advisor Name | |

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| Curriculum Structure Total number of credits | 130 Credits |
| A. General Education Courses | 30 Credits |
| Language Courses | 14 Credits |
| Social Science Courses | 9 Credits |
| Humanities Courses | 2 Credits |
| Science and Mathematics Courses | 5 Credits |
| B. Specialized Courses | 94 Credits |
| Core Courses | 36 Credits |
| Major Required Courses | 31 Credits |
| Concentration Courses | 27 Credits |
| C. Free Elective Courses | 6 Credits |

Courses**A. General Education Courses** (The passing grade for these subjects ranges from “A” to “D”)**Language Courses****14 Credits**

| Grade | Code | Course Title | Credit |
|-------|------------|---|-----------|
| | ELE 1001 | Communicative English I | 3 (2-3-6) |
| | ELE 1002 | 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 1410 | Introductory Thai Usage (for Thai students from International Program) | 2 (2-0-4) |

Social Science Courses**9 Credits**

| Grade | Code | Course Title | Credit |
|-------|----------|---------------------------------------|-----------|
| | 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**

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | GE 2110 | Human Civilizations and Global Citizens | 2 (2-0-4) |

Science and Mathematics Courses**5 Credits**

| Grade | Code | Course Title | Credit |
|-------|----------|----------------------------------|-----------|
| | BBA 1007 | Data Analytics for Entrepreneurs | 3 (2-2-5) |
| | GE 1303 | Science for Sustainable Future | 2 (2-0-4) |

B. Specialized Courses**Core Courses****36 Credits**

(The passing grade for these subjects ranges from “A” to “D”)

| Grade | Code | Course Title | Credit |
|-------|----------|--|-----------|
| | 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**

(The passing grade for these subjects ranges from “A” to “C”)

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | 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) |

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| | 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**

(The passing grade for these subjects ranges from “A” to “D”)

Students complete seven concentration courses (21 credits) from their chosen concentration and choose two concentration courses (6 credits) from any concentration of the CCC program upon completion of the prerequisites (if any).

Concentration in Advertising and Brand Communication

| Grade | Code | Course Title | Credit |
|-------|---------|--|-----------|
| | 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

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | 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

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | 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

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | 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 Workshop | 3 (2-2-5) |
| | 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

| Grade | Code | Course Title | Credit |
|-------|---------|---|-----------|
| | 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 (6 credits) from any concentration of the Albert Laurence School of Communication Arts upon completion of the prerequisites (if any).

| Grade | Code | Course Title | Credit |
|-------|------------|---|-----------|
| | 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 choose two free elective courses (6 credits) from the Albert Laurence School of Communication Arts or any faculty in Assumption University upon completion of the prerequisites (if any).

| Grade | Code | Course Title | Credit |
|-------|---------------|---|-----------|
| | 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) |
| | CA1110 | 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) |

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| | 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) |

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