



Creative Commercial Communication Curriculum

Number of credits **130 Credits**

Duration of Study

Students must complete all the requirements for the degree in a maximum of 8 years.

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

Course Code

Course code has the following meanings.

Letters

AD	Advertising and Brand Communication Courses
AAD	Art and Design Courses
BEC	Business Economics Courses
CDI	Digital Imagery Courses
BBA	Business Administration Courses
BG/GE	General Education Courses
CA	Communication Arts Courses
DM	Digital Media Communication Courses
ELE	English Language Courses
IG	Innovative Gamification and Content Management Courses



GDC	Graphic Design Courses
LV	Live Event Creation and Management Courses
PR	Image Management and Public Relations Courses

Numbers

First number	Year of Study
Second number	Group of Courses
Third number	Series of Courses
Fourth number	Series of Courses

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:

Core Courses

36 Credits

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 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

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)