

**ASSUMPTION UNIVERSITY**

**ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS**

Bachelor of Communication Arts (Advertising)

Adm. no. 551 - 595xxxx

NAME ..... ADM. CODE ..... MAJOR : COM ARTS-ADVERTISING ( 138 Credits )

NO.	COURSE	COURSE TITLE					CREDIT	GRADE	REMARK			
<b>GENERAL EDUCATION COURSES (36 CREDITS)</b>												
1	BG 1001	English I					3					
2	BG 1002	English II					3					
3	BG 2000	English III					3					
4	BG 2001	English IV					3					
5	BG 1301	Fundamentals of Statistics					3					
6	CA 1012	Macro-environment, Media Effect and Media Literacy					3					
7	CA 2016	Psychology for Persuasive Communication					3					
8	CA 4010	Law & Ethical Concerns for Communication					3					
9	GE 1102	Introduction to Philosophy					3					
10	GE 1301	Environmental Science					3					
11	GE 1403	Communication in Thai ( GE 1404 for Non-Thai )					3					
12	GE 2202	Ethics					3					
<b>CORE COURSES ( 39 CREDITS )</b>												
1	CA 1001	Introduction to Communication					3					
2	CA 1002	Introduction to Photography and Cinematography					3					
3	CA 1006	Introduction to Journalism and Mass Communication					3					
4	CA 1017	Introduction to Creative Communicaton Design					3					
5	CA 2004	Introduction to Advertising					3					
6	CA 2005	Introduction to Public Relations					3					
7	CA 2007	Introduction to New Media and Broadcasting					3					
8	CA 2015	Introduction to Performance Communication					3					
9	CA 2018	Consumer Insight					3					
10	MGT 1101	Introduction to Business					3					
11	MGT 2900	Principles of Management					3					
12	MKT 2280	Principles of Marketing					3					
13	NM 3401	Production for Communication Tools					3					
<b>MAJOR REQUIRED COURSES ( 39 CREDITS ) ** Required Grade C**</b>												
1	AD 3101	Principles of Marketing Communication					3					
2	AD 3102	Advertising Media Planning					3					
3	AD 3103	Advertising Creative Strategy					3					
4	AD 3112	Brand Communication					3					
5	AD 3119	Advertising and Marketing Communication Research					3					
6	AD 4100	Seminar in Advertising					3					
7	AD 4101	Advertising Workshop I					3					
8	AD 4102	Advertising Workshop II					3					
9	AD 4104	Advertising and Marketing Communication Management					3					
10	AD 4115	Campaign Planning and Management					3					
11	CA 2003	Presentation Technique					3					
12	CA 2013	Utilization of Multimedia Tools					3					
13	CA 3011	Communication Arts Research					3					
	BG 14031-8	Professional Ethics Seminar I-VIII ( 8 Satisfactory )					-					
<b>MAJOR ELECTIVE COURSES ( 18 CREDITS )</b>				<b>MINOR REQUIRED COURSES ( 18 CREDITS )</b>								
				<b>NEW MEDIA</b>			<b>PERFORMANCE</b>			<b>PUBLIC RELATIONS</b>		
				MINOR REQUIRED 9 CREDITS			MINOR REQUIRED 9 CREDITS			MINOR REQUIRED 9 CREDITS		
NO.	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE
1		3		NM 3402	3		PC 3305	3		PR 3202	3	
2		3		NM 3404	3		PC 3308	3		PR 3214	3	
3		3		NM 4406	3		PC 4311	3		PR 4201	3	
4		3		MINOR ELECTIVE 9 CREDITS			MINOR ELECTIVE 9 CREDITS			MINOR ELECTIVE 9 CREDITS		
5		3			3			3			3	
6		3			3			3			3	
					3			3			3	
<b>FREE ELECTIVE COURSES ( 6 CREDITS )</b>												
1								3				
2								3				