ASSUMPTION UNIVERSITY

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Advertising)

Adm. no. 601-645xxxx

COURSE TITLE CREDIT **REMARK** NO. COURSE **GENERAL EDUCATION COURSES (30 CREDITS)** 1 BG1001 English I 3 2 BG1002 **English II** 3 3 BG2000 **English III** 3 4 BG2001 **English IV** 3 5 BG1301 **Fundamentals of Statistics** 3 6 CA4010 Law and Ethical Concerns for Communication 3 GE1102 7 **Introduction to Philosophy** 3 World Civillization 8 **GE2101** 3 GE1403 **Communication in Thai** 3 Thai Language and Culture (Only for foreign students) **GE1405** 10 GE2202 **Ethics** 3 **CORE COURSES (36 CREDITS)** 1 | CA1001 **Introduction to Communication** 3 CA1002 Introduction to Photography and Cinematography 3 3 CA1021 **Introduction to Advertising and Branding** 3 4 CA1022 **Introduction to Public Relations** 3 **Introduction to Live Event Creation and Management** 5 CA1023 3 6 CA1024 **Introduction to Digital Media Communication** 3 7 CA1025 Computer Graphic Design 3 CA2003 **Presentation Technique** 3 8 CA2019 **Communication Arts Research** 9 3 10 MGT1101 **Introduction to Business** 3 11 MGT2900 **Principles of Management** 3 12 MKT2280 Principles of Marketing MAJOR REQUIRED COURSES (42 CREDITS) ** Required Grade C** AD2100 **Consumer Insight** 1 AD2101 **Idea Generation in Advertising** 2 3 3 AD2102 **Principles of Marketing Communication** 3 4 AD3102 **Advertising Media Planning** 3 AD3103 Advertising Creative Strategy (English) 5 3 AD3104 Advertising Creative Strategy (Thai) AD3112 **Brand Communication** 3 6 **Customer Relationship Management** 7 AD3113 3 **Interactive Advertising and Marketing Communication** AD3114 3 8 9 AD3119 **Advertising and Marketing Communication Research** 3 10 AD4100 Seminar in Advertising 3 11 AD4116 Advertising Workshop I 6 12 AD4117 Advertising Workshop II 6 **BG14031-8** | Professional Ethics Seminar I-VIII (8 Satisfactory) **CONCENTRATION COURSES (15 CREDITS)** PLAN A: MAJOR CONCENTRATION COURSES (15 CREDITS) PLAN B: STRATEGIC INTEGRATED BRAND ADVERTISING CREATIVE MAJOR ELECTIVE COURSES AND PRODUCTION MARKETING COMMUNICATION COMMUNICATION (15 CREDITS) CRE. GRADE COURSE CRE GRADE COURSE CRE. GRADE GRADE COURSE NO. COURSE CRE. 3 3 3 1 AD3120 AD3120 AD3106 3 1 3 AD3123 3 **AD3107 (Thai)** 2 3 AD3121 3 3 AD3122 3 AD3124 3 AD3108 (Eng.) 3 3 AD3125 3 4 3 MAJOR ELECTIVE 6 CREDITS MAJOR ELECTIVE 6 CREDIT MAJOR ELECTIVE 6 CREDITS 5 3 3 4 3 5 3 3 FREE ELECTIVE COURSES (6 CREDITS) 1 3 2 3