

**ASSUMPTION UNIVERSITY**  
**ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS**

Bachelor of Communication Arts (Digital Media Communication)

Adm. no. 601-645xxxx

NAME ..... ADM. CODE ..... MAJOR : Digital Media Communication ( 135 Credits )

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	REMARK						
<b>GENERAL EDUCATION COURSES (30 CREDITS)</b>											
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								
7	GE1102	Introduction to Philosophy	3								
8	GE1403	Communication in Thai	3								
	GE1405	Thai Language and Culture ( Only for foreign students )									
9	GE2101	World Civilization	3								
10	GE2202	Ethics	3								
<b>CORE COURSES ( 36 CREDITS )</b>											
1	CA1001	Introduction to Communication	3								
2	CA1002	Introduction to Photography and Cinematography	3								
3	CA1021	Introduction to Advertising and Branding	3								
4	CA1022	Introduction to Public Relations	3								
5	CA1023	Introduction to Live, Event Creation and Management	3								
6	CA1024	Introduction to Digital media Communication	3								
7	CA1025	Computer Graphic Design	3								
8	CA2003	Presentation Technique	3								
9	CA2019	Communication Arts Research	3								
10	MGT1101	Introduction to Business	3								
11	MGT2900	Principles of Management	3								
12	MKT2280	Principles of Marketing	3								
<b>MAJOR REQUIRED COURSES ( 48 CREDITS ) ** Required Grade C**</b>											
1	DM2401	Media Context Analysis	3								
2	DM2402	Narrative	3								
3	DM2403	Digital Media Production and Management	3								
4	DM2404	Digital Media Design	3								
5	DM3400	Internship (200 hrs)	3								
6	DM3401	Cinematography	3								
7	DM3402	Editing Concept	3								
8	DM3403	UI and UX Design	3								
9	DM3404	Digital Motion Graphic	3								
10	DM3405	Website and Application Design	3								
11	DM3406	Sound Design for Digital Media Communication	3								
12	DM4401	Digital Media Communication Workshop I	6								
13	DM4402	Digital Media Communication Workshop II	6								
14	DM4403	Seminar in Digital Media Communication	3								
	BG14031-8	Professional Ethics Seminar I-VIII ( 8 Satisfactory )	-								
<b>CONCENTRATION COURSES ( 15 CREDITS )</b>											
<b>PLAN A: MAJOR CONCENTRATION COURSES</b>											
<b>MOTION PICTURE</b>				<b>INTERACTIVE MEDIA</b>		<b>PLAN B : MAJOR ELECTIVE COURSES</b>					
NO.	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	NO.	COURSE	CREDIT	GRADE	REMARK
1	DM3421	3		DM3421	3		1		3		
2	DM3422	3		DM3424	3		2		3		
3	DM3425	3		DM3426	3		3		3		
<b>MAJOR ELECTIVE (6 CREDITS)</b>				<b>MAJOR ELECTIVE (6 CREDITS)</b>			4		3		
4		3			3		5		3		
5		3			3						
<b>FREE ELECTIVE COURSES ( 6 CREDITS )</b>											
1					3						
2					3						