

ASSUMPTION UNIVERSITY
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Live Event Creation and Management)

Adm. no. 601 - 645xxxx

NAME ADM. CODE MAJOR : Live Event Creation and Management (132 Credits)

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	REMARK
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		
7	GE1102	Introduction to Philosophy	3		
8	GE1403	Communication in Thai	3		
	GE1405	Thai Culture and Traditions (Only for foreign students)			
9	GE2101	World Civilization	3		
10	GE2202	Ethics	3		
CORE COURSES (36 CREDITS)					
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		
MAJOR REQUIRED COURSES (45 CREDITS) ** Required Grade C**					
1	LV2101	Script Analysis and Creation for Live Events	3		
2	LV2102	Design for Live Event Creation and Management	3		
3	LV2103	Acting for Live Events	3		
4	LV2104	Art and Literature Appreciation	3		
5	LV3101	Sound Creation and Production for Live Events	3		
6	LV3102	Art Direction for Live Events	3		
7	LV3103	Show Directing	3		
8	LV3104	Marketing Communication for Live Events	3		
9	LV3105	Stage Management for Live Events	3		
10	LV3110	Live Event Creation and Management Internship	3		
11	LV4101	Live Event Creation and Management Workshop I	3		
12	LV4102	Live Event Creation and Management Workshop II	6		
13	LV4103	Research Methodology for Live Events	3		
14	LV4104	Project Management for Live Events	3		
	BG14031-8	Professional Ethics Seminar I-VIII (8 Satisfactory)	-		
MAJOR ELECTIVE COURSES (15 CREDITS)					
1			3		
2			3		
3			3		
4			3		
5			3		
FREE ELECTIVE COURSES (6 CREDITS)					
1			3		
2			3		