ASSUMPTION UNIVERSITY

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Performance Communication)

Adm. no. 551-595xxxx

COURSE TITLE CREDIT GRADE NO. COURSE **GENERAL EDUCATION COURSES (36 CREDITS)** BG1001 **English I** 1 2 **BG1002** English II 3 **BG2000 English III** 3 3 4 **BG2001 English IV** 3 5 BG1301 **Fundamentals of Statistics** 3 6 CA1012 Macro-environment, Media Effect and Media Literacy 3 7 CA2016 **Psychology for Persuasive Communication** 3 **CA4010** 8 Law and Ethical Concerns for Communication 3 9 **GE1102** Introduction to Philosophy 3 10 **GE1301 Environmental Science** 3 Communication in Thai (GE 1404 for Non-Thai) 11 **GE1403** 3 3 12 **GE2202 Ethics CORE COURSES (39 CREDITS)** 1 CA1001 Introduction to Communication 3 Introduction to Photography and Cinematography 2 CA1002 3 3 **CA1006** Introduction to Journalism and Mass Communication 3 4 **CA1017 Introduction to Creative Communication Design** 3 5 Introduction to Advertising **CA2004** 3 **CA2005 Introduction to Public Relations** 3 6 7 **CA2007** Introduction to New Media and Broadcasting 3 8 **Introduction to Performance Communication** CA2015 3 9 CA2018 **Consumer Insight** 3 10 | MGT1101 | Introduction to Business 3 MGT2900 Principles of Management 11 3 3 **MKT2280** Principles of Marketing 12 NM3401 **Production for Communication Tools** 13 3 MAJOR REQUIRED COURSES (39 CREDITS) ** Required Grade C** AD3101 **Principles of Marketing Communication** 1 3 2 CA2003 Presentation Technique 3 3 CA2013 **Utilization of Multimedia Tools** 3 4 CA3011 **Communication Arts Research** 3 5 PC3305 Script Writing and Analysis 3 Marketing Mangement for Performance Project 6 PC3306 3 7 Visualization of Stage/Event PC3307 3 8 PC3308 Performance/Event Criticism 3 9 PC4306 Stage/Event Management 3 PC4308 10 Performance Communication Workshop I 3 PC4309 **Performance Communication Workshop II** 3 12 PC4310 **Seminar in Performance Communication** 3 PC4311 **Production Management for Performance** 13 BG14031-8 Professional Ethics Seminar I-VIII (8 Satisfactory) MAJOR ELECTIVE COURSES MINOR REQUIRED COURSES (18 CREDITS) (18 CREDITS) ADVERTISING **NEW MEDIA PUBLIC RELATIONS** MINOR REQUIRED 9 CREDITS MINOR REQUIRED 9 CREDITS MINOR REQUIRED 9 CREDITS CREDIT GRADE COURSE CREDIT GRADE COURSE CREDIT GRADE COURSE CREDIT GRADE COURSE NO. AD3102 NM3402 PR3202 2 AD3103 NM3404 PR3214 3 3 3 AD3112 NM4406 PR4201 MINOR ELECTIVE 9 CREDITS | MINOR ELECTIVE 9 CREDITS | MINOR ELECTIVE 9 CREDITS 4 3 5 3 3 6 3 3 3 3 3 3 FREE ELECTIVE COURSES (6 CREDITS) 2 3