ASSUMPTION UNIVERSITY

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Public Relations)

Adm. no. 551 - 595xxxx

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NO.	COURSE				IRSE T				CREDIT	GRADE	RE	MARK	
GENERAL EDUCATION COURSES (36 CREDITS)													
1	BG 1001	English I											
2		English II											
3		English III											
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4		English IV											
5		Fundamentals of Statistics											
6	CA 1012	Macro-environment, Media Effect and Media Literacy											
7	CA 2016	Psychology for Persuasive Communication											
8	CA 4010	Law & Ethical Concerns for Communication											
9	GE 1102	Introduction to Philosophy							3				
10		Environmental Science							3				
11		Communication in Thai (GE 1404 for Non-Thai)							3				
12		Ethics											
12	GE 2202 Ethics 3 CORE COURSES (39 CREDITS)												
	G : 1001												
1		Introduction to Communication											
2		Introduction to Photography and Cinematography							3				
3	CA 1006	Introduction to Journalism and Mass Communication							3				
4	CA 1017	Introduction to Creative Communication Design							3				
5	CA 2004	Introduction to Advertising							3				
6	CA 2005	Introduction to Public Relations							3				
7		Introduction to Yushic Relations Introduction to New Media and Broadcasting							3				
8		Introduction to Performance Communication							3				
9									3				
-		Consumer Insight											
-		Introduction to Business							3				
		Principles of Management							3				
		Principles of Marketing							3				
13													
MAJOR REQUIRED COURSES (40 CREDITS) ** Required Grade C**													
1	AD 3101	Principles of Marketing Communication 3											
2		Presentation Technique							3				
3		Utilization of Multimedia Tools							3				
4		Communication Arts Research							3				
		Strategic Public Ralations Campaign Planning and Evaluation							3				
5													
6		Marketing Public Relations							3				
7		Organizational Communication							3				
8		Writing for Public Relations in English							3				
9		Media Relations and Planning							3				
10	PR 4201	Corporate Communication and Stakeholder Relations							3				
11	PR 4207	Public Relations Workshop I							3				
12		Public Relations Workshop II							3				
13		Seminar in Public Relations							3				
14		Public Relations Internship											
14 PR 4212 Public Relations Internship 1													
BG 14031-8 Professional Ethics Seminar I-VIII (8 Satisfactory) -													
				ucs Seminar	1-VIII		•	COLIE	- NEC (40 CT	DEDITE \			
MA	JOR ELECT						REQUIRED		-				
	(18 CRI	EDITS)		ADVERTISING NEW MEDI							ORMAN		
					UIRED 9	CREDITS	MINOR REQ	UIRED	CREDITS	MINOR REQ	UIRED 9	CREDITS	
NO.	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	
1		3		AD 3102	3		NM 3402	3		PC 3305	3	<u> </u>	
2		3		AD 3103	3		NM 3404	3		PC 3308	3		
3		3		AD 3112	3		NM 4406	3		PC 4311	3		
4		3		MINOR ELEC		CREDITS			CREDITS	MINOR ELEC		CREDITS	
5		3			3	5		3			3		
6		3			3			3			3		
\vdash	EDEL ELECTIVE COMPANY (CONTINUE)												
<u> </u>	FREE ELECTIVE COURSES (6 CREDITS) 1 3												
1													
2									3				