

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

Bachelor of Communication Arts (Public Relations)

Adm. no. 601-645xxxx

NAME ..... ADM. CODE ..... MAJOR : PUBLIC RELATIONS ( 132 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	BG1301	Fundamentals of Statistics	3								
4	BG2000	English III	3								
5	BG2001	English IV	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 ( 45 CREDITS ) ** Required Grade C**</b>											
1	PR2201	Marketing Public Relations	3								
2	PR2204	Strategic Public Relations Campaign Planning and Evaluation	3								
3	PR2203	Persuasive Communication	3								
4	PR3214	Organizational Communication	3								
5	PR3215	Writing for Public Relations in English	3								
6	PR3230	Digital Public Relations	3								
7	PR3231	Content Strategy	3								
8	PR4201	Corporate Communication and Stakeholder Relations	3								
9	PR4221	Public Relations for Issue and Crisis Management	3								
10	PR4227	Public Relations Senior Project for Marketing Communication	6								
11	PR4228	Public Relations Senior Project for Social Campaign	6								
12	PR4209	Seminar in Public Relations	3								
13	PR4213	Public Relations Internship (200 hours)	3								
	BG14031-8	Professional Ethics Seminar I-VIII ( 8 Satisfactory )	-								
<b>CONCENTRATION COURSES ( 15 CREDITS )</b>											
<b>PLAN A: MAJOR CONCENTRATION COURSES (15 CREDITS)</b>											
<b>RELATIONSHIP MANAGEMENT</b>				<b>PUBLIC RELATIONS CAMPAIGN EXECUTION</b>		<b>PLAN B : MAJOR ELECTIVE COURSES (15 CREDITS)</b>					
NO.	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	NO.	COURSE	CREDIT	GRADE	REMARK
1	PR3227	3		PR3218	3		1		3		
2	PR4219	3		PR4232	3		2		3		
3	PR4233	3		PR4234	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						