

ASSUMPTION UNIVERSITY
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Creative Commercial Communication)

Adm. no. 651-xxxx onwards

NAME ADM. CODE MAJOR : Creative Commercial Communication (130 Credits)

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	REMARK				
GENERAL EDUCATION COURSES (30 CREDITS)									
GENERAL EDUCATION REQUIRED COURSES (15 CREDITS)									
1	ELE1001	Communicative English I	3						
2	ELE1002	Communicative English II	3						
3	ELE2000	Academic English	3						
4	ELE2001	Advanced Academic English	3						
5	GE2202	Ethics	3						
GENERAL ELECTIVE COURSES (15 CREDITS)									
LANGUAGE COURSES 2 CREDITS (Choose from list below)									
GE1413-5, GE3401 /For Thai : GE1403, GE1410 /For non-Thai : GE1409, GE1411 /For Thai from Inter. Prog.) : GE1412									
GE1413, GE1414, GE1415, GE3401									
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1									
SOCIAL SCIENCE COURSES 6 CREDITS (Choose from list below)									
AD3280, ADX1101, ADX1240, ADX1303-4, BBA1004-6, BBA1010, BBA1012, BBA1020-5, CA1110, EG1001, FT1003, FT2004-5, GE1204-5, GE1209, GE2207, GE2209, GE2210, GE2212, GE2213, ITX2004-5, ITX4502, LLB1501-2, LLB4540, LLB4806, MB2531, NGE0110, NGE0111									
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1					2				
HUMANITIES COURSES 2 CREDITS (Choose from list below)									
ADX1102, ADX1140, FT2003A, FT2003B, GE1104, GE1107, GE2102, GE2103, GE2110, MU1002, MU1231, MU3602, MU4223									
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1					2				
SCIENCE AND MATHEMATICS COURSES 5 CREDITS (Choose from list below)									
BBA1007, BBA1013-4, BBA1026-9, CA1201-2, CSX3001, EG1002-5, FT1004A, FT1004B, FT1005, GE1302-3, GE2304, ITX3002									
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1					2				
CORE COURSES (36 CREDITS)									
1	AAD2008	Digital Photography	3						
2	AAD3012	Thai Art and Culture	3						
3	CA1100	Introduction to Human Communication	3						
4	CA1101	Introduction to Strategic Communication	3						
5	CA1102	Introduction to Creative Communication	3						
6	CA1103	Introduction to Computer Graphic Design	3						
7	CA1104	Creative Production Management	3						
8	CA1105	Introduction to Innovative Business and Sustainable Commu.	3						
9	CA2102	Introudction to Marketing Communication	3						
10	CA2110	Media Literacy and Ethical Concerns	3						
11	CA2120	Interactive and Digital Platform design	3						
12	CA2130	Communication Arts Research and Tools	3						
MAJOR REQUIRED COURSES (31 CREDITS) ** Required Grade C**									
1	CA2100	Psychology and Persuasion in Communication	3						
2	CA2101	Presentation and Public Speaking	3						
3	CA3100	Consumer Insight and Tools	3						
4	CA3101	Strategic Brand Communication	3						
5	CA3102	Media Planning	3						
6	CA3110	Storytelling for Creative Communication	3						
7	CA3111	Creative Entrepreneurial Project Management	3						
8	CA3112	Sound Design for Communication	3						
9	CA3120	Entrepreneurial Principles and Practices for Com Arts	3						
10	CA3130	Creative Commercial Communication Internship (160 hrs.)	1						
11	CA4100	Creative Commercial Communication Workshop	3						
	BG14031-8	Professional Ethics Seminar I-VIII (8 Satisfactory)	-						
CONCENTRATION COURSES (27 CREDITS)									
CONCENTRATION ELECTIVE COURSES (27 CREDITS)					CONCENTRATION REQUIRED COURSES (21 CREDITS)				
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1		3			1		3		
2		3			2		3		
3		3			3		3		
4		3			4		3		
5		3			5		3		
6		3			6		3		
7		3			7		3		
8		3			CONCENTRATION ELECTIVE COURSES (6 CREDITS)				
9		3			Choose 2 courses from any concentration of Com Arts				
					1		3		
					2		3		
FREE ELECTIVE COURSES (6 CREDITS)									
1							3		
2							3		