

Bachelor of Communication Arts Program in Media and Communication (International Program)

Degree Plan

Regular Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	102 credits
Core Courses	30 credits
Major Requirements	57 credits
Major Electives	15 credits
Free Electives	6 credits
Total	<u>132</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (102 credits)

Core Courses (30 credits)

CAI101	Communication: Theories and Practices	3
CAI102	Media Law and Ethics	3
CAI103	Art of Speaking	3
CAI104	Digital Photography	3
CAI105	Art of Storytelling	3

CAI106	Marketing Communications in Digital Age	3
CAI108	Trends in Communication Technology	3
CAI109	Media and Entertainment Business	3
CAI111	Creative Design Workshop	3
CAI112	Channel Planning	3

Major Requirements**(57 credits)**

IMC211	Consumer Behavior	3
IMC212	Sustainability in Action	3
IMC213	Multi-platform Narrative	3
IMC221	Introduction to Advertising	3
IMC222	Introduction to Public Relations and Event Business	3
IMC223	Art Appreciation for Media and Communication	3
IMC224	Corporate Branding	3
IMC311	Humanity and Consumer Research Design	3
IMC312	Media Literacy and Media Asset Management	3
IMC313	Marketing Technology	3
IMC321	Quantitative Data Analysis	3
IMC322	Data Visualization	3
IMC323	Customer Relationship Management	3
IMC411	Campaign Planning	3
IMC412	Crisis Management	3
IMC413	Seminar in Media and Communication	3
IMC414	Media Optimization and Performance Marketing	3
IMC421	Campaign-in-Action Internship	6
	or	
IMC422	Degree Project	6

Major Electives**(15 credits)**

Students select only 15 credits from the following courses.

Advertising

ADI351	Creativity & Copywriting	3
ADI352	E-Commerce	3
ADI353	Principle of Account Management	3
ADI354	TikTok Marketing	3
ADI355	Art Direction in Advertising	3

ADI356	Marketing Communication for Luxury Brand	3
ADI357	Special Topics in Advertising	3
ADI358	Independent Study in Advertising	3
ADI359	AI Tools for Marketing Communication	3

PR and Event

PRI351	Digital Public Relations Strategy	3
PRI352	Event Experience Design and Management	3
PRI353	Event Workshop	3
PRI354	Corporate Event	3
PRI355	Public Relations Writing & Content Creation	3
PRI356	Art, Concert, and Music Festival	3
PRI357	Special Topics in Public Relations and Event	3
PRI358	Independent Study in Public Relations and Event	3
PRI359	Business Transformation in Media and Communication	3

3. Free Electives

(6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

IMC501	Study Trips: International	3
IMC502	E-Sport Marketing for Marketing Communication	3
IMC503	Marketing Communication for Health and Beauty Brand	3

Course Description

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing.

IEN107 Critical Reading and Writing (3 Credits)

Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation.

IEN108 Persuasive Presentation (3 Credits)

Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.

Integrated Professional Skills Course (15 Credits)

IGE011 Thinking Skills for Lifelong Learning (3 Credits)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

IGE012 Citizenship in Society and International Community (3 Credits)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.

IGE013 Technology and Innovation for the Future (3 Credits)

Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

2. Professional Education (102 credits)

Core Courses (30 credits)

CAI101 Communication: Theories and Practices (3 Credits)

Communication theories, key concepts, and the design of effective communication both for business and societies. Apply and evaluate communicational situations, theories of human communication, mass communication, and new media and technology.

CAI102 Media Law and Ethics (3 Credits)

Review the fundamental principles of media law and ethics to explore the interplay of law (the rights and freedoms) and ethics (professional responsibilities) and how it affects the media. The focus will be on the legal rights, licensing of intellectual property, regulatory limitations, and the major ethical issues arising from the different types of media.

CAI103 Art of Speaking (3 Credits)

Principles and different forms of public speaking, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Practice to deliver well-organized speeches in various occasions. Speeches in public settings, persuasive speech, practicing speaking, listening, and interpersonal communication skills.

CAI104 Digital Photography (3 Credits)

Basic principles and application of digital photography, camera operation skills, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.

CAI105 Art of Storytelling (3 Credits)

Various forms of storytelling in contemporary media, storytelling through verbal and non-verbal communication, the key element and the anatomy of the good story, storytelling techniques for effectively communicating meaning and feelings, the use of imagination and experiences in creating stories including listening skills, identifying issues, selecting topics, analyzing, and creatively summarizing topics.

CAI106 Marketing Communications in Digital Age (3 Credits)

A marketing foundation, important marketing concepts and principles especially in the digital age, digital marketing communication, how to apply marketing communication strategies and tactics for target audience in the digital world. Learning from failure of the campaigns in the past, analyze current marketing and communication trends, conduct strategic plans, and adapt these strategies to the digital markets.

CAI108 Trends in Communication Technology (3 Credits)

Format and the current and future trends of communication technology in the digital age. Innovation of various kinds of the rapid growth of smart devices, broadcasting technology that focus on high definition, Internet system, new media, convergent media as well as 360 video, and virtual reality (VR) technology. Application of these communication technologies for media-related tasks of any kind

CAI109 Media and Entertainment Business (3 Credits)

Features and characteristics of various kinds of media both online and offline that are relevant to entertainment and creative businesses including advertisement, public relations, and event management, etc. The utilization of theories and concept of marketing, marketing communication, situation analysis, media and target group analysis, contextual analysis, strategic planning, assessing cost and value and managing entertainment business.

CAI111 Creative Design Workshop (3 Credits)

Fundamental perceptive of graphics creation through the use of software programs employed by digital media and interactive-media companies. Difference between vector and raster graphic, color theory, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum for creativity and foundation knowledge of creating elements for digital media production.

CAI112 Channel Planning (3 Credits)

Concepts, theories, tools and alternative platforms of communication, and channel planning both online and offline. Principle of market situation analysis, new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

Major Requirements (57 credits)**IMC211 Consumer Behavior (3 Credits)**

Concepts, attitudes, and digital consumers' purchasing behaviors, factors affecting consumers' purchase decisions. Digital marketing principles affect consumer behaviors, and digital consumers' concepts are applied to communication plans that align with marketing concepts to communicate with the target consumers.

IMC212 Sustainability in Action (3 Credits)

Principles, concepts, and theories of sustainability development, including population, global change, ecosystems and climate change, and environmental policies. Sustainability applications for communicating and developing marketing communication plans that promote the long-term welfare of all people.

IMC213 Multi-platform Narrative (3 Credits)

The main concept of storytelling and writing techniques, as well as the nature of media platforms, storytelling, and communication skills to narrate the story effectively and creatively.

IMC221 Introduction to Advertising (3 Credits)

Advertising principles, the meaning, importance, forms, characteristics of integrated advertising, and creative planning process. Important concepts for creating attractive advertisements with ethical practice, advertising measurement, and relevant theories through real-world case studies.

IMC222 Introduction to Public Relations and Event Business (3 Credits)

Public Relations and Event principles, the meaning, importance, values, and roles of Public Relations and Events for driving the business, including the use of public relations strategies and approaches to develop communication plans and events through hands-on practices.

IMC223 Art Appreciation for Media and Communication (3 Credits)

Various art styles and movements in different eras—from the past to the present day. Emphasis is placed upon examining notable artists' approaches and their influences on design, lifestyle, fashion, products, and contemporary culture, as well as being able to create contemporary media that convey meaning and stories based on current issues and social trends.

IMC224 Corporate Branding (3 Credits)

The importance of corporate branding, types and importance of organizational communication, theories and principles of organizational communication both internally and externally, roles and effects of communication management in private and public sectors. Application of theories to criticize communicational situations in organizations and develop people-centric communication strategy plan for organizations.

IMC311 Humanity and Consumer Research Design (3 Credits)

Elements of qualitative research including theories and principles, data analysis and understanding of consumer insights, qualitative data collection techniques, ethnography and its role in studying human cultures, the intersection between humanity, cultural understanding, methodologies and tools to conduct ethnographic research, study, and interpret human behavior, communities, and societies, the art of participant observation, designing and conducting in-depth interviews and focus groups, methods for analyzing qualitative data. Applying various qualitative research methodologies as part of a process for the development of content creation in effective marketing communication.

IMC312 Media Literacy and Media Asset Management (3 Credits)

Knowledge to become media literate in all media platforms, skills of interpreting, analyzing, and evaluating information. Signs of bias in media and the effects of media platforms and their roles on the society. Management to maximize their media asset values, budget planning, production cost calculation, financial management, depreciation, media cost, business report and media asset management.

IMC313 Marketing Technology (3 Credits)

The intersection between marketing and technology in the contemporary business landscape, the role of technology in modern marketing practices, marketing technology tools, tools' selection and evaluation based on organizational needs, data analytics for informed marketing decisions, interpretation of key performance indicators (KPIs), the role of content management system (CMS) in content marketing, Search Engine Optimization (SEO), chatbot implementation, legal and ethical considerations in marketing technology. Analysis of real-world case studies of successful marketing technology implementations

IMC321 Quantitative Data Analysis (3 Credits)

Principles, methodologies, and techniques used in quantitative research. skills necessary to design, conduct, and analyze quantitative studies, keyword selection and search engine optimization (SEO) strategies for media content, how to leverage Google Trends effectively in the development and implementation of media plans, comprehensive understanding of consumer behavior, insights, analysis, and tools to maximize the impact of their media campaign plan.

IMC322 Data Visualization (3 Credits)

Tools for data visualization, skills to analyze the data and visualize them to present their business data that are easy to understand. These visual data include charts, plots, graphs, maps, dashboards, and infographics. Skills to generate reports for future marketing decision-making.

IMC323 Customer Relationship Management (3 Credits)

Principles, strategies, and technologies used to build and maintain strong customer relationships. Factors affecting customer loyalty, customer relationship strategies to enhance business profitability and drive sustainable growth. How to handle inquiries, complaints, and support requests. Effective communication channels and methods to develop strategies for acquisition, retention, and loyalty.

IMC411 Campaign Planning (3 Credits)

Theories and principles of integrated campaign planning, practice on planning and developing marketing communication campaigns in all media mixes: traditional media, new media, social media, and other media. Media campaign practices through in-class marketing communication projects administered.

IMC412 Crisis Management (3 Credits)

Fundamental principles and strategies of crisis management, the role of communication in crisis and issues development and intervention, strategies and tactics needed in handling and managing issues, and crisis situations through the use of case studies and current events, strategies to develop plans for crisis situations.

IMC413 Seminar in Media and Communication (3 Credits)

In depth exploration of contemporary media and communication issues and strategies. Interactive discussions, research, and practical applications, comprehensive understanding of the rapidly evolving field of communication, critical thinking, creativity, and strategic planning for the challenges and opportunities in the dynamic world of digital communication.

IMC414 Media Optimization and Performance Marketing (3 Credits)

Media optimization and its role in enhancing performance marketing, search engine marketing optimization, conversion rate optimization, budget allocation and ROI analysis, the intersection of technology and data, the power of big data in the realm of media strategy, dashboard, and big data tools, artificial intelligence calculation for media planning adaptation, target segmentation based on big data, intersection of big data analytics and media planning, programmatic advertising, how to collect, analyze, and leverage big data for optimizing media campaigns and making informed strategic decisions

IMC421 Campaign-in-Action Internship (6 Credits)

Application of theories and skills developed in the major through producing a real-life communication project, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as recommended practices at work and workplace safety.

IMC422 Degree Project (6 Credits)

Design of a graduation project, and execute it at a level that meets the required standard. The graduation project related to Media and Communication with the objectives to meet the demands of the media industry nationally and globally. A proposal to get approval from the faculty committee on their chosen topics. Project critical discussion following a successful accomplishment of their projects in the field of media.

Major Electives (15 credits)

Students select only 15 credits from the following courses.

Advertising

ADI351 Creativity & Copywriting (3 Credits)

The principles, techniques, and practices of various forms of professional copywriting, and persuasive writing, how to craft compelling and effective written content for various purposes, including advertising, marketing, and content creation. The art and science of copywriting, the power of words to captivate, inform, and persuade an audience. Analysis of writing strategies, application of theories to create copy for persuasive content.

ADI352 E-Commerce (3 Credits)

E-commerce principles, e-commerce platforms and technologies, e-commerce marketing strategies that drive sales and brand engagement, digital content for e-commerce, the interplay between e-commerce and marketing communication in the digital age, measuring the effectiveness of e-commerce marketing campaigns, analysis of real-world e-commerce marketing case studies, successful e-commerce marketing strategies and best practices

ADI353 Principle of Account Management (3 Credits)

Principle of client management strategies, client management tools, how to maintain company's relationships with clients, client satisfaction management, and measurement with hands-on practice for problem-solving and communication skills.

ADI354 TikTok Marketing (3 Credits)

The role of TikTok in the digital marketing landscape, TikTok's user demographics and user behavior, TikTok's interface and its features, content creation strategy, and the role of influencers on TikTok. TikTok's advertising options and formats, TikTok data analytics to measure campaign performance, user-generated content strategy, analysis of successful TikTok marketing campaigns across industries, utilization of creative tools such as filters, effects, and music to create engaging and sharable content for TikTok, development of a content strategy to achieve brand's purposes.

ADI355 Art Direction in Advertising (3 Credits)

Art composition, illustration design, typography, theory of color, light and shadow, resolution, composition, scene design, and artistic principles to create tasteful advertising through various media.

ADI356 Marketing Communication for Luxury Brand (3 Credits)

Key marketing and communication strategies for international high-end' consumers in the luxury fashion and design industries. How companies determine the best marketing strategies for luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of 'aspirational desire' necessary to successfully market to consumers of luxury.

ADI357 Special Topics in Advertising (3 Credits)

An advertising topic of interest to both students and faculty. The topic will vary from semester to semester.

ADI358 Independent Study in Advertising (3 Credits)

Individualized study in advertising under faculty supervision. The completion of a project is required.

ADI359 AI Tools for Marketing Communication (3 Credits)

Concepts and types of AI tools and their effects on marketing communication. AI for content creation and influencer marketing, customer engagement, data analysis, campaign optimization, and programmatic advertising. Critical thinking and ethical considerations, integration of AI technologies for marketing communication strategies.

PR and Event

PRI351 Digital Public Relations Strategy (3 Credits)

Proactive and reactive public relations strategies, emphasizing on situation analysis, stakeholder needs analysis, concepts and new media landscape for public relations, evaluation procedures and achievement in corporate and marketing public relations, among others, through analytical thinking and management skills development from case studies.

PRI352 Event Experience Design and Management (3 Credits)

Concepts of experience design for event production considering both space and time to create and design the event corresponding to several requirements and audience experiences. The creation of event activities, venue selection, and design. Audience engagement with a product or service embedded in the event will be discussed. How to make a sketch, find references, and design a mood board for presenting ideas for effective event management.

PRI354	Corporate Event	(3 Credits)
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PRI355 Public Relations Writing & Content Creation (3 Credits)

PRI356	Art, Concert, and Music Festival	(3 Credits)
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PRI357 Special Topics in Public Relations and Event (3 Credits)

PRI358	Independent Study in Public Relations and Event	(3 Credits)
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PRI359 Business Transformation in Media and Communication (3 Credits)

An in-depth understanding of how media businesses adapt and evolve in the face of technological, cultural, and economic changes. The role of communication in driving innovation, managing change, and fostering a culture of transformation within organizations. Key concepts such as digital transformation, leadership in change management, customer-centric strategies, and the integration of emerging technologies. Analysis of business challenges, transformative solutions, and effective communication strategies for stakeholders in a rapidly changing business environment.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

IMC501 Study Trips : International (3 Credits)

Experiential learning, concentration on a particular location in regards to cultural and historical aspects, exposure to cultural differences in communication and to learn trends in that locale.

IMC502 E-Sport Marketing for Marketing Communication (3 Credits)

Marketing communication through E-sports in various perspectives including E-sports ecosystem, E-sports events resources, E-sports events experience, Gaming culture, planning and strategy for E-sports events and expo, content creation, hosting and casting, E-sports laws and regulations, team building and human resource training, team and community management, E-sports analytics in trend and future as well as practice the case as assigned, case studies both successful and unsuccessful case studies.

IMC503 Marketing Communication for Health and Beauty Brand (3 Credits)

Concepts and elements of the brand in health and beauty industry. Competitive landscape, marketing communication strategies for health and beauty brands to build credibility and trust and creating engagement with brands and selecting communication channels to reach the intended targets effectively. Practice in strategic planning for health and beauty brands.