



# MCA (GC)

Master of Communication Arts in Global Communication  
International Program

DEGREE PLAN  
FOR GRADUATE STUDENT  
2026 ENTRANTS

**M.Com.Arts (Global Communication)**  
**(International Program)**

Curriculum

| Year                                      | Course                    | Course Code | Course Title                                                | Credits | Prereq. |
|-------------------------------------------|---------------------------|-------------|-------------------------------------------------------------|---------|---------|
|                                           | PRELIMINARY COURSES       | PL 131      | Academic Reading and Writing in Communication               | -       | -       |
|                                           |                           | PL 132      | Data Analysis and Interpretation                            | -       | -       |
|                                           |                           | PL 133      | Cultural Diversity and Globalized Communication             | -       | -       |
| 1                                         | GENERAL CORE COURSES      | ICA 651     | Global Communication Theories and Application               | 3       | -       |
|                                           |                           | ICA 652     | Communication Research                                      | 3       | -       |
|                                           |                           | ICA 653     | International Communication and Intercultural Communication | 3       | -       |
|                                           |                           | ICA 654     | Digital Communication Regulations and Ethics                | 3       | -       |
|                                           |                           | ICA 655     | Global Communication Seminar                                | 3       | -       |
| Total Number of General Core Courses      |                           |             |                                                             | 15      | -       |
| 1                                         | PROFESSIONAL CORE COURSES | ICA 656     | Global Communication Policy and Implementation              | 3       | -       |
|                                           |                           | ICA 657     | Social Listening and Audience Insights Analysis             | 3       | -       |
|                                           |                           | ICA 658     | Global Digital Media and Innovation Management              | 3       | -       |
|                                           |                           | ICA 659     | Global Brand Communications Strategy                        | 3       | -       |
| Total Number of Professional Core Courses |                           |             |                                                             | 12      | -       |

**\* Plan A**

| Course | Course Code | Course Title                                                                                                         | Credits |
|--------|-------------|----------------------------------------------------------------------------------------------------------------------|---------|
| THESIS | ICA 700     | Students have to register as required of thesis registration<br>(Pass prerequisite : ICA 652 Communication Research) | 12      |
| Total  |             |                                                                                                                      | 12      |

**\* Plan B**

**ELECTIVE COURSES**

Students of Plan B must select 3 courses or 12 credits hours, one of which must be ICA 701 Independent Study (6 credits).

| Course               | Course Code | Course Title                                                              | Credits |
|----------------------|-------------|---------------------------------------------------------------------------|---------|
| INDEPENDENT ELECTIVE | ICA 701     | Independent Study<br>(Pass prerequisite : ICA 652 Communication Research) | 6       |
| ELECTIVE COURSES     | ICA 660     | Digital Media Literacy                                                    | 3       |
|                      | ICA 661     | International Communication Campaign Planning                             | 3       |
|                      | ICA 662     | Corporate Social Innovation and Sustainability                            | 3       |
|                      | ICA 663     | Health Communication and Advocacy                                         | 3       |
|                      | ICA 664     | Collaboration Methods in Conflict Resolution                              | 3       |
|                      | ICA 665     | Special Topics in Global Communication in                                 | 3       |
|                      | ICA 666     | Contemporary Contexts Creative Interdisciplinary Project                  | 3       |

Remarks:

- Plan A : For MCA (GC), comprising a minimum of 27 credits of General Core Courses and Professional Core Courses, and a minimum of 12 thesis credits. (Total 39 credits)
- Plan B : For MCA (GC), comprising a minimum or 33 credits of General Core Courses and Professional Core Course core and elective courses, and 6 credits of independent study (Total 39 credits)

● Program of Study

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses

Section 7311

| Course Code | Course Title                                    | Credits |
|-------------|-------------------------------------------------|---------|
| PL 131      | Academic Reading and Writing in Communication   | -       |
| PL 132      | Data Analysis and Interpretation                | -       |
| PL 133      | Cultural Diversity and Globalized Communication | -       |

First Semester 2026 (1/2026 : Sept. 2026 – Jan. 2027)

Section 7311

| Course Code | Course Title                                                                     | Credits                |
|-------------|----------------------------------------------------------------------------------|------------------------|
| ICA 651     | Global Communication Theories and Application                                    | 3                      |
| ICA 652     | Communication Research                                                           | 3                      |
| ICA 653     | International Communication and Intercultural Communication                      | 3                      |
| ICA 657     | Social Listening and Audience Insights Analysis<br>(Professional Core Course II) | 3                      |
|             | Total                                                                            | Plan A 12<br>Plan B 12 |

Second Semester 2026 (2/2026 : Feb. – Jul. 2027)

Section 7311

| Course Code | Course Title                                                                       | Credits                |
|-------------|------------------------------------------------------------------------------------|------------------------|
| ICA 656     | Global Communication Policy and Implementation<br>(Professional Core Course I)     | 3                      |
| ICA 658     | Global Digital Media and Innovation Management<br>(Professional Core Course III)   | 3                      |
| ICA 659     | Global Brand Communications Strategy<br>(Professional Core Course IV)              | 3                      |
| ICA 700     | Thesis (Plan A)<br>(Pass prerequisite : ICA 652 Communication Research)            | 6<br>(7006)            |
| ICA 701     | Independent Study (Plan B)<br>(Pass prerequisite : ICA 652 Communication Research) | 6<br>(7316)            |
|             | Total                                                                              | Plan A 15<br>Plan B 15 |

| Course Code | Course Title                                                            | Credits     |
|-------------|-------------------------------------------------------------------------|-------------|
| ICA 654     | Digital Communication Regulations and Ethics                            | 3           |
| ICA 655     | Global Communication Seminar                                            | 3           |
| ICA 666     | Creative Interdisciplinary Project ( <i>Elective 2 : Plan B</i> )       | 3           |
| ICA 661     | International Communication Campaign Planning<br>(Elective 1 : Plan B)  | 3           |
| ICA 700     | Thesis (Plan A)<br>(Pass prerequisite : ICA 652 Communication Research) | 6<br>(7006) |
|             | Total                                                                   | 12          |
|             | Plan A                                                                  | 12          |
|             | Plan B                                                                  | 12          |

**Note : For Thesis Program (Plan A)**

|                           |    |         |
|---------------------------|----|---------|
| General Core Courses      | 12 | credits |
| Professional Core Courses | 15 | credits |
| Thesis                    | 12 | credits |
| Total                     | 39 | credits |

**Note : For Non-Thesis Program (Plan B)**

|                           |    |         |
|---------------------------|----|---------|
| General Core Courses      | 12 | credits |
| Professional Core Courses | 15 | credits |
| Elective Courses          | 6  | credits |
| Independent Study         | 6  | credits |
| Total                     | 39 | credits |

*Plan B: Pass comprehensive examination (registration: June or September 2027)*

*\*For more details (such as registration or examination exact dates) please check*

*“Comprehensive Examination Schedule” via [admission.bu.ac.th/grad](http://admission.bu.ac.th/grad)*

### Student's Grade Record

M.Com.Arts

(Global Communication)

| Preliminary Courses                                    | S | U | Exempted | Semester/<br>Academic Year |
|--------------------------------------------------------|---|---|----------|----------------------------|
| PL 131 Academic Reading and Writing in Communication   |   |   |          |                            |
| PL 132 Data Analysis and Interpretation                |   |   |          |                            |
| PL 133 Cultural Diversity and Globalized Communication |   |   |          |                            |

| Semester | Academic Year | Core/Elective Courses | Course Code | Credit | Grade | GPA | CUM GPA |
|----------|---------------|-----------------------|-------------|--------|-------|-----|---------|
| 1        | 2026          |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
| 2        | 2026          |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
| 3        | 2026          |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |
|          |               |                       |             |        |       |     |         |

## Thesis (Plan A)

Title of Thesis .....

.....

.....

### Name of Thesis Advisors

Advisor : .....

Co advisor : .....

| Semester/<br>Academic Year | Attempt | Total<br>Credits | Date of Thesis Proposal<br>Defense | Date of Thesis Oral<br>Defense |
|----------------------------|---------|------------------|------------------------------------|--------------------------------|
|                            | 1       | 6                |                                    |                                |
|                            | 2       | 6                |                                    |                                |
|                            |         |                  |                                    |                                |
|                            |         |                  |                                    |                                |
|                            |         |                  |                                    |                                |
|                            | Total   |                  |                                    |                                |

Name of External Committee : .....

Date of Submission of Thesis : .....

| Semester/<br>Academic Year | Attempt | Total<br>Credits | Date of Thesis Proposal<br>Defense | Date of Thesis Oral<br>Defense |
|----------------------------|---------|------------------|------------------------------------|--------------------------------|
|                            |         | 1                |                                    |                                |
|                            |         | 1                |                                    |                                |
|                            |         | 1                |                                    |                                |
|                            |         | 1                |                                    |                                |
|                            |         | 1                |                                    |                                |
|                            |         | 1                |                                    |                                |

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour until the completion of thesis.

### Comprehensive Examination (Plan B)

| Academic Year | Semester | Comprehensive Examination | Number of Attempts | Result | Remarks |
|---------------|----------|---------------------------|--------------------|--------|---------|
|               |          | Comprehensive Exam.       |                    |        |         |
|               |          | Comprehensive Exam.       |                    |        |         |
|               |          | Comprehensive Exam.       |                    |        |         |

Remark :

Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee to maintain their student status.