

Program of Study
Bangkok University International
Bachelor of Communication Arts Program in Media and Communication (International Program)
Academic Year 2027

First Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing	3			
IGE011	Thinking Skills for Lifelong Learning	3			
IGE012	Citizenship in Society and International Community	3			
CAI101	Communication: Theories and Practices	3			
CAI104	Digital Photography	3			
		15	0	0	0

First Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN107	Critical Reading and Writing	3		3	
IGE014	Aesthetics and Well-being for Life	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
CAI105	Art of Storytelling	3		3	
CAI108	Trends in Communication Technology	3		3	
CAI109	Media and Entertainment Business	3		3	
CAI101	Communication: Theories and Practices			3	
		18	0	21	0

First Year Summer Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing			3	
IGE011	Thinking Skills for Lifelong Learning			3	
IGE012	Citizenship in Society and International Community			3	
		0	0	9	0

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Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3		3	
CAI102	Media Law and Ethics	3		3	
CAI103	Art of Speaking	3		3	
CAI111	Creative Design Workshop	3		3	
IMC211	Consumer Behavior	3		3	
IMC212	Sustainability in Action	3		3	
IMC213	Multi-platform Narrative	3		3	
		21	0	21	0

Second Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN108	Persuasive Presentation	3		3	
CAI106	Marketing Communications in Digital Age	3		3	
IMC221	Introduction to Advertising	3		3	
IMC222	Introduction to Public Relations and Event Business	3		3	
IMC223	Art Appreciation for Media and Communication	3		3	
IMC224	Corporate Branding	3		3	
CAI104	Digital Photography			3	
	Free elective I	3			
		21	0	21	0

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Third Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI112	Channel Planning	3		3	
IMC311	Humanity and Consumer Research Design	3		3	
IMC312	Media Literacy and Media Asset Management	3		3	
IMC313	Marketing Technology	3		3	
XXXXXX	Major Elective I	3		3	
XXXXXX	Major Elective II	3		3	
XXXXXX	Free Elective I			3	
		18	0	21	0

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMC321	Quantitative Data Analytics	3		3	
IMC322	Data Visualization	3		3	
IMC323	Customer Relationship Management	3		3	
XXXXXX	Major Elective III	3		3	
XXXXXX	Major Elective IV	3		3	
XXXXXX	Major Elective V	3		3	
		18	0	18	0

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Fourth Year First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMC411	Campaign Planning	3		3	
IMC412	Crisis Management	3		3	
IMC413	Seminar in Media and Communication	3		3	
IMC414	Media Optimization and Performance Marketing	3		3	
XXXXXX	Free Elective II	3		3	
		15	0	15	0

Fourth Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMC421 Or IMC422	Campaign-in-Action Internship Or Degree Project	6		6	
		6	0	6	0