

## Bachelor of Communication Arts (Year 2017)

### Study Plan

#### Year1 First Semester

001211	Fundamental English	3(2-2-5)		
001xxx	Humanities Courses	3(2-2-5)		
001xxx	Social Science Courses	3(2-2-5)		
814100	Concept and Theory of Communication	3(2-2-5)		
814101	Writing for Communication	3(2-2-5)		
814102	Speech Communication	3(2-2-5)		
814110	Identities of Communicators	3(2-2-5)		
			<b>Total</b>	<b>21 credits</b>

#### Year1 Second Semester

001201	Thai Language Skills	3(2-2-5)		
001212	Developmental English	3(2-2-5)		
001xxx	Social Science Courses	3(2-2-5)		
001xxx	Science Courses	3(2-2-5)		
001281	Sports and Exercises (Non-Credit)	1(0-2-1)		
814103	Creative Thinking for Communication	3(2-2-5)		
814104	Visual Graphic for Communication	3(2-2-5)		
814105	Creative Photography for Communication	3(2-2-5)		
			<b>Total</b>	<b>21 credits</b>

**Year2**  
**First Semester**

001213	English for Academic Purposes	3(2-2-5)		
001xxx	Science Courses	3(2-2-5)		
814200	Audio and Visual Production	3(2-2-5)		
814201	Ethics and Legal for Communication	3(2-2-5)		
814202	Communication for Persuasion	3(2-2-5)		
814203	Glocal Communication and Current Issue	3(2-2-5)		
xxxxxx	Elective Course	3(x-x-x)		
			<b>Total</b>	<b>21 credits</b>

**Year2**  
**Second Semester**

001xxx	Humanities Courses	3(2-2-5)		
xxxxxx	Elective Course Language II	3(x-x-x)		
xxxxxx	Free Elective I	3(x-x-x)		

**Creative Media and Communication (9 credits)**

814210	Art of Story Telling Through Media	3(2-2-5)		
814211	Two-Dimensional Animation and Motion Picture	3(2-2-5)		
814212	Writing for Non-Fiction	3(2-2-5)		

**Or Corporate Communication (9 credits)**

814220	Concept and Theory of Corporate Communication	3(2-2-5)		
814221	Writing for Corporate Communication	3(2-2-5)		
814222	Principles of Advertisements and Public Relations	3(2-2-5)		

**Total**      **18**      **credits**

**Year3**  
**First Semester**

814300	Marketing Communication	3(2-2-5)
814xxx	Elective Course I	3(x-x-x)
xxxxxx	Free Elective 2	3(x-x-x)

**Creative Media and Communication (9 credits)**

814310	Non - Fiction Production	3(2-2-5)
814311	Writing for Fiction	3(2-2-5)
814314	Digital Media Design	3(2-2-5)

**Or Corporate Communication (9 credits)**

814320	Corporate Content Communication	3(2-2-5)
814321	Management and Planning for Organization	3(2-2-5)
814322	Media Production for Corporate Communication	3(2-2-5)

**Total            18    credits**

**Year3**  
**Second Semester**

814xxx	Elective Course II	3(x-x-x)
814xxx	Elective Course III	3(x-x-x)

**Creative Media and Communication (12 credits)**

814312	Fiction Production	3(2-2-5)
814313	Advance Post Production	3(2-2-5)
814315	English for Creative Media and Communication	3(2-2-5)
814316	Creative Media and Communication Research	3(2-2-5)

**Or Corporate Communication (12 credits)**

814323	Advanced Media Production for Corporate Communication	3(2-2-5)
814324	Corporate Reputation Management	3(2-2-5)
814325	English for Corporate Communication	3(2-2-5)
814326	Research for Corporate Communication	3(2-2-5)

**Total            18        credits**

**Year4**  
**First Semester**

814495	Undergraduate Thesis วิทยานิพนธ์ระดับปริญญาตรี	6 credits
	<b>Total</b>	<b>6 credits</b>

**Year4**  
**Second Semester**

814492	Co-operative Education	6 credits
<u>Or</u>		
814494	International Academic or Professional Training	6 credits
	<b>Total</b>	<b>6 credits</b>