

## List of Subject

<b>808510</b>	<b>Communication Theories</b>	<b>3(2-2-5)</b>
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Meaning and scope of communication, process and hierarchy of dynamic and multidimensional communication in particular cultural and ethnic groups, customs and traditions leading to the study of theories and concepts of communication, application of theories to the analysis of communication situations both at the management and operational levels

<b>808511</b>	<b>Research Methodology in Social Sciences</b>	<b>3(3-0-6)</b>
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Definition, characteristics and goals of research and research process; research problem determination; variables and hypothesis; data collection; data analysis; proposal and research report writing; research evaluation; research application; ethics of researchers; and research techniques in social sciences.

<b>808512</b>	<b>Communication in Digital Age</b>	<b>3(2-2-5)</b>
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Communication process including sender message channel and receiver in digital age ; communication technology ; the effect of new media to communication and mass communication.

<b>808513</b>	<b>Research Methodology in Communications</b>	<b>3(2-2-5)</b>
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Systematically acquiring knowledge and fact in the field of communication ; analyzing data using communication issues and contexts as case studies.

<b>808514</b>	<b>Glocal Communication</b>	<b>3(2-2-5)</b>
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Concept and theories in communication for local and global integration, and case studies in various events.

**808515      Message Design and Management Strategies      3(2-2-5)**

Principle and concepts in message design and management, forms and strategies throughout various dimensions.

**808539      Communication for Relationship Management      3(2-2-5)**

Theories, concepts, and strategies for creating satisfactory interpersonal relationship; approaches to managing sustainable stakeholder relationships both within and outside organizations such as employees and management, shareholders, customers in government organization, private organization, mass media, community, and society.

**808540      Brand Equity Communication      3(2-2-5)**

Study crucial concepts and theoretical frameworks on customer-based brand equity in order to associate brand with its elements and marketing practices to fulfill the purpose of brand perception by synergistic communication towards designated brand equity.

**808541      Change Management      3(2-2-5)**

Meaning, importance, concept and theory of managing change, understanding of analytical process and evaluation of current problems, especially changes in technological dimensions including critical communication problems constantly faced at various levels, planning and formulating strategies for effective information management.

**808542      Stakeholder Insight      3(2-2-5)**

Concept and theory for analysis of stakeholders in communication process with and emphasis on the receiver perception and the stakeholder for understanding communication in various dimensions.

**808543                      Applied Statistics for Communication Research                      3(2-2-5)**

Study of statistical methods applied for communication research focusing on both descriptive and inferential statistical methods, hypothesis testing inducing from communication concepts or theories ; application of statistical computer software packages for data analysis.

**808544                      Qualitative Data Analysis                      3(2-2-5)**

Study sensitized and unbiased analysis methods comprising of reliability examination by triangulation, data reduction and interpretation accordance with research conceptual framework resulting a deep understanding “ground theory” through narration, discourse, criticism, deconstruction, and ect.

**808545                      Health Communication                      3(2-2-5)**

Concepts of health communication ; application of theories and concepts for health communication , health communication practices, production process for health communication project includes health communication campaign and related case studies.

**808546                      Small and Medium Enterprises Communication                      3(2-2-5)**

Concepts and practices related to small and medium enterprises, participatory communication for local includes management and marketing communication for small and medium enterprises.

**808547                      Political Communication                      3(2-2-5)**

Theories and concepts of both thai and foreigner political structure including background and mass media perspective for analyzing the relationship between political process mass communication process.

**808548                      Sufficiency Economy Communication                      3(2-2-5)**

Study in communication related to sufficiency economy ; the ethical way of living and behaving based on traditional Thai values drawn from the concepts of middle way and mindfulness. The way of existence and behave in a way that should be virtue based on the traditional of Thai society, This development is based.

**808549                      Catastrophe Warning and Communication                      3(2-2-5)**

Concepts and practices are related to communication approaches in public disaster circumstances including natural disaster (e.g.floods , smoke and forest fire, climate change),terrorism, plagues,emerging infectious diseases in order to create public awareness towards preventing and coping with those causes.

**808550                      Local Media Reporting                      3(2-2-5)**

Concepts and practices related to local event reporting in cluding news , activities, rituals, traditions and folkways telecasted via convergent media according to the public needs of information exposure.

**808551                      Sports Communication                      3(2-2-5)**

Theories and concept in sports communication includes related research studies in sports communication.

**808581                      Seminar 1                      1(0-2-1)**

Seminar on interesting communication issues in order to develop a topic for a thesis and an independent study with an emphasis on concepts, theories, academic articles as well as related research studies.

**808582                      Seminar 2                      1(0-2-1)**

Make study trips in Thailand and/or abroad, and summarize, discuss and report the results of the trips. Integrate communication issues from experts by writing academic articles and holding academic seminars in the areas of communication.

**808591                      Thesis 1, Type A 2    3 Credit**

Study the elements of thesis or thesis examples in the related field of study, determine the thesis title, develop a concept paper, and prepare the summary of the literature and related research synthesis.

**808592                      Thesis 2 , Type A 2    3 Credit**

Develop research instruments and research methodology and prepare a thesis proposal in order to present it to the committee.

**808593                      Thesis 3 , Type A 2    6 Credit**

Collect data, analyze data, prepare a progress report in order to present it to the thesis advisor, and prepare the full-text thesis and a research article in order to get published according to the graduation criteria.

**808594                      Independent Study 1    2 Credit**

Study on a topic or problem concerning communication related to the content studied in the program according to each student's interest under the guidance of an advisor. The topic of investigation must be approved by the advisor. Exploration of a topic of interest by reviewing related literature in order to build a research framework. Presentation of the research proposal approved by the research proposal committee before the next step of the research can be undertaken.

**808595                      Independent Study 2    2 Credit**

The next step of the study on the topic or problem concerning communication. Collecting data using the tool already created in the course Independent Study 1 by designing various kinds of research tools for data collection such as a questionnaire and an in-depth

interview. This stage of work must be approved by the research proposal committee before the next step of the research can be undertaken.

**808596**

**Independent Study 3**

**2 Credit**

Processing and analyzing the collected data. Discussing and summarizing the findings and writing the research report. Giving oral presentation of the study to the research committee and submitting the completed research report to the Faculty.

First - third digit is the program's ID

Fourth digit is the education level. The master degree is number 5

Fifth digit is the course type

Number 1 is Core course

Number 3, 4 and 5 is elective course

Number 8 is seminar

Number 9 is Thesis and Independent study

Sixth digit is the running number by subject