

Bachelor of Communication Arts Program (2022)

1. CODE AND TITLE OF THE CURRICULUM

English Language : Bachelor of Communication Arts Program

2.TITLE OF THE DEGREE AND DEPARTMENT

Full Title : Bachelor of Communication Arts

Abbreviation : B.Com. Arts

3. Total credits in the curriculum structure : a minimum of 126 Credits

1. Curriculum structure

No	Courses	Regulation MOE 2015	Bachelor Year 2022
1	General Education Courses – a minimum of 1. Language Courses 1.1 Required Courses - English Courses - Thai Courses 1.2 Elective Courses Choose the Language Course but not identical the English Courses or Thai Courses 2. Humanities Courses 3. Social Science Courses 4. Science Courses 5. Personal Hygiene Courses (Non-Credits)	30	30 12 6 3 3 6 6 6 6 1
2	Specialization Education Courses – a minimum of 2.1 Foundation Courses 2.2 Specialized Courses 2.2.1 Required Courses 2.2.2 Elective Courses of Media landscape and Organization 2.2.3 Elective Courses of Communication Arts 2.3 Undergraduate Thesis 2.4 Co-operative Education International Academic or Professional Training	72	90 24 54 27 18 9 6 6
3	Free Elective Courses – a minimum of	6	6
Total in curriculum structure – a minimum of		120	126

Courses

1. General Education Courses 30 Credits

Consisting of the following courses

1. Language Courses 12 Credits

1.1 Required Courses

1.1.1 English Courses 3 Credits

001211	English Listening and Speaking for Communication	3(2-2-5)
001212	English Critical Reading for Effective Communication	3(2-2-5)
001213	English Writing for Effective Communication	3(2-2-5)

1.1.2 Thai Courses 3 Credits

001301	Thai Language for Academic Communication	3(2-2-5)
001302	Thai Language for Communication in the 21 st Century	3(2-2-5)
001303	Reading in the Digital Age Century	3(2-2-5)

1.2 Elective Courses 6 Credits

Choose the Language Course but not identical the English Courses or Thai

Courses

001311	Korean for Communication	3(2-2-5)
001312	Japanese for Communication	3(2-2-5)
001313	Chinese for Communication	3(2-2-5)
001314	Myanmar for Communication	3(2-2-5)
001315	French for Communication	3(2-2-5)
001316	Spanish for Communication	3(2-2-5)

001317	Lao for Communication	3(2-2-5)
001318	Indonesian for Communication	3(2-2-5)
001319	Vietnamese for Communication	3(2-2-5)
001320	Hindi for Communication	3(2-2-5)
001321	Khmer for Communication	3(2-2-5)

2. Humanities Courses

6 Credits

Consisting of the following courses

001221	Information Science for Study and Research	3(2-2-5)
001222	Language, Society and Culture	3(2-2-5)
001224	Arts in Daily Life	3(2-2-5)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai way of life	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001241	Western Music in Daily Life	3 (2-2-5)
001242	Creative Thinking and Innovation	3 (2-2-5)
001253	Entrepreneurship for Small Business Start-up	3 (2-2-5)
001276	Energy and Technology around Us	3(2-2-5)
001331	Social Innovation	3(2-2-5)
001332	Introduction to Data Management in Digital Era	3(2-2-5)

3. Social Science Courses

6 Credits

Consisting of the following courses

001231	Philosophy of Life for Sufficient Living	3(2-2-5)
001232	Fundamental Laws for Quality of Life	3(2-2-5)
001233	Thai State and the World Community	3(2-2-5)
001234	Civilization and Local Wisdom	3(2-2-5)
001235	Politics, Economy and Society	3(2-2-5)
001236	Living Management	3(2-2-5)
001237	Life Skills	3(2-2-5)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studie	3(2-2-5)
001254	The King's Philosophy for Living	3 (2-2-5)
001281	From Sufficiency Economy Philosophy (SEP) to Practice	3 (2-2-5)
001282	Peace and Religion for Human Kinds	3(2-2-5)
001283	Principles of Accounting for Entrepreneur	3(2-2-5)

4. Science Courses

6 Credits

Consisting of the following courses

001271	Man and Environment	3(2-2-5)
001272	Introduction to Computer Information Science	3(2-2-5)
001273	Mathematics and Statistics in Everyday Life	3(2-2-5)
001274	Drugs and Chemicals in Daily Life	3(2-2-5)
001275	Food and Life Style	3(2-2-5)

001277	Human Behavior	3(2-2-5)
001278	Life and Health	3(2-2-5)
001279	Science in Everyday Life	3(2-2-5)
001291	Consumption in Daily Life	3(2-2-5)
001292	Circular Economic Lifestyle for 21 st Century	3(2-2-5)

5. Personal Hygiene Courses 1 Credits

001281	Sports and Exercises	1(0-2-1)
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2. Specialization Education Courses 90 Credits

2.1 Foundation Courses 24 Credits

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)
814103	Identities of Language and Communication for Communicators	3(2-2-5)
814104	Creative Thinking for Communication	3(2-2-5)
814105	Visual Graphic for Communication	3(2-2-5)
814106	Creative Photography for Communication	3(2-2-5)
814200	Journalism and Media Studies	3(2-2-5)

2.2 Specialized Courses 54 Credits

2.2.1 Required Courses 27 Credits

814210	Audio and Visual Production	3 (2-2-5)
814211	Ethics and Legal for Communication	3(2-2-5)
814212	Glocal Communication and Current Issue	3(3-0-6)
814213	Aesthetics in Communication and Media Landscape	3(2-2-5)
814214	Mass Media Management in Digital Age	3(2-2-5)
814215	Persuasive Communication	3(2-2-5)
814216	Marketing Communication	3(2-2-5)
814310	Research for Communication Arts	3(2-2-5)

814411 English for Communication Arts 3(2-2-5)

2.2.2 Elective Courses of Media landscape and Organization 18 Credits

- Corporate Communication
- Broadcast media and Motion Pictures
- Digital and New Media Communication

1) Corporate Communication

814220	Concept and Theory of Corporate Communication	3(2-2-5)
814321	Principles of Advertisements and Public Relations	3(2-2-5)
814322	Writing for Corporate Communication	3(2-2-5)
814323	Public Relations Planning	3(2-2-5)
814324	Brand Communication	3(2-2-5)
814325	Corporate Reputation Management	3(2-2-5)
814326	Media Production for Corporate Communication	3(2-2-5)
814327	Corporate Communication Seminar	3(2-2-5)

2) Broadcast media and Motion Pictures

814230	Entertainment Script Writing	3(2-2-5)
814331	Documentary Script Writing	3(2-2-5)
814332	Film and Motion Picture Theory and Criticism	3(2-2-5)
814333	Content Creativity and Production for Broadcasting	3(2-2-5)
814334	Cinematography and Film Production	3(2-2-5)
814335	Acting and Directing	3(2-2-5)
814336	Post Production	3(2-2-5)
814337	Strategic Planning for Broadcasting Production and Motion Picture	3(2-2-5)
814338	Broadcasting and Motion Picture Seminar	3(2-2-5)

3) Digital and New Media Communication

814240	Concept and Theoretical Framework in New Media	3(2-2-5)
814341	Creative Content for New Media Communications	3(2-2-5)
814342	Innovative Design and Creative Imaging	3(2-2-5)
814343	Digital Media Strategic and Planning	3(2-2-5)
814344	New Media Production	3(2-2-5)
814345	New Media Production for Digital Industry and Creative Economy	3(2-2-5)

814346	Globalization of Creative Media Production	3(2-2-5)
814347	Digital Media Specialization Seminar	3(2-2-5)

2.2.3 Elective Courses of Communication Arts

9 Credits

Consisting of the following courses

814350	Presentation Technique	3(2-2-5)
814351	Film Study	3(2-2-5)
814352	Political Communication	3(2-2-5)
814353	Sport News Reporting	3(2-2-5)
814354	Digital Content Management for Communication	3(2-2-5)
814355	Integrated Communication Campaign	3(2-2-5)
814356	Special Event Planning and Management	3(2-2-5)
814357	Two-Dimensional Modelling and Animation	3(2-2-5)
814358	Three-Dimensional Modelling and Animation	3(2-2-5)
814359	Strategy for Brand Creativity	3(2-2-5)
814360	Creative Digital Imaging	3(2-2-5)
814361	Advance Creative Photography	3(2-2-5)
814362	Digital Media Culture and Society	3(2-2-5)
814363	Development Communication	3(2-2-5)
814364	Cross Cultural Communication	3(2-2-5)
814365	Organizational Psychology	3(2-2-5)
814366	Stakeholder Relationship Management	3(2-2-5)
814367	Creative Advertising	3(2-2-5)
814368	Performing Arts	3(2-2-5)
814369	Local Content Communication	3(2-2-5)
814370	Travel Photography	3(2-2-5)
814371	Audio Production for Visually Impaired Person	3(2-2-5)
814372	In-depth and Sensitive News Reporting	3(2-2-5)
814373	Alternative Journalism in Disruptive Era	3(2-2-5)
814374	Selected Topic in Academic Communication	3(2-2-5)
814375	Selected Topic in Practical Communication	3(2-2-5)

2.3 Undergraduate Thesis

6 Credits

814490	Undergraduate Thesis	6 Credits
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Or

814491 Communication Arts Project

6 Credits

2.4 Co-operative Education International Academic or

6 Credits

Professional Training

814492 Professional Training

6 Credits

Or

814493 Co-operative Education

6 Credits

Or

814494 International Academic or Professional Training

6 Credits

3. Free Elective Courses

6 Credits

Choose the only close open on Naresuan University