

Bachelor of Communication Arts Program in Communication Arts

General Information

Degree Designation : Bachelor of Communication Arts Program in Communication Arts

Total Credits : 139 credits

Graduate : 4 years

Academic Year

The academic calendar mostly consists of two semesters (Two-semester system). Each semester is not less than 15 weeks. The summer session is scheduled to meet the requirements of each

1 st semester : June - September

2 nd semester : November – February

Summer semester : March – May

Course Structure

A : General Education Course

B : Major Course

C : Free Elective Course

A : General Education (30 credits)

1. Language and Communication (9 credits)

- Fundamental Course (6 credits) :

Course ID	Course name	Credits
1551001	Fundamental English	3(3-0-6)
1551002	English for Communication	3(3-0-6)

- Free Elective (3 credits) :

1541001	Thai Language Usage Skills	3(3-0-6)
1541002	Language and Communication for Specific Purposes	3(3-0-6)
1561001	Japanese for Communication	3(3-0-6)
1571001	Chinese for Communication	3(3-0-6)
1571002	Fundamental Chinese for Tourism	3(3-0-6)
1661001	Korean for Communication	3(3-0-6)
1691001	Fundamental Burmese	3(3-0-6)
1691002	Burmese for Communication	3(3-0-6)

2. Humanities (6 credits)

Course ID	Course name	Credits
1001003	Human Behavior and Self-Development	3(3-0-6)
1001005	Thinking and Decision Making Skill	3(3-0-6)
1511001	Ethics and Human Beings	3(3-0-6)
1511002	Facts of Life	3(3-0-6)
1521001	Buddhism	3(3-0-6)
1631001	Information for Study and Research	3(3-0-6)
2011001	Aesthetics of Visual Arts	3(3-0-6)
2051001	Aesthetics of Performing Arts	3(3-0-6)
2061001	Music Appreciation	3(3-0-6)
3501001	Leadership Development	3(3-0-6)
3501003	Personality Development and the Arts of Socializing	3(3-0-6)

3. Social Sciences (6 credits)

Course ID	Course name	Credits
2501001	History of Thai Society and Culture	3(3-0-6)
2501003	Public Mind and Civic Social Engagement	3(3-0-6)
2501004	Interdisciplinary Social Science for Development	3(3-0-6)
2501005	Kamphaeng Phet Studies	3(2-2-5)
2521001	Globalization and Localization	3(3-0-6)
2521002	ASEAN Studies	3(3-0-6)
2541001	Human Beings, Community, and Environment	3(3-0-6)
2541002	Local Resource Management	3(3-0-6)
2551002	Fundamental Knowledge on Thai Politics and Government	3(3-0-6)
2561001	Introduction to Laws	3(3-0-6)
3501004	Business Initiation	3(3-0-6)
3531001	Finance in Daily Life	3(3-0-6)
3541001	Entrepreneurship	3(3-0-6)
3591002	Sufficiency Economy	3(3-0-6)

4. Mathematics, Science, and Technology (6 credits)

Select courses in subjects 1. - 4. (3 credits)

Course ID	Course name	Credits
1161001	Sports and Recreation for Quality of Life	3(2-2-5)
1161002	Exercise for Health	3(2-2-5)
4001002	Science and Technology for Daily Life	3(3-0-6)
4001003	Environments and Natural Resources Conservation	3(3-0-6)
4071001	Health and Health Care	3(3-0-6)
4091001	Mathematics in Daily Life	3(3-0-6)
4091003	Mathematics and Decision Making	3(3-0-6)
4121001	Computer and Information Technology	3(2-2-5)
4121005	Website Design and Development	3(2-2-5)
4121006	Package Software for Application	3(2-2-5)
5001001	Agriculture in Daily Life	3(3-0-6)
5071001	Food for Health	3(3-0-6)
5501001	Technology in Daily Life	3(3-0-6)

B : Major Course (103 credits)

Core subjects (42 credits)

Course ID	Course name	Credits
3001001	Principles of Advertising and Public Relations	3(3-0-6)
3001002	Development of Personality for Communication Arts	3(2-2-5)
3002003	Basic English for Communication Arts	3(3-0-6)
3003001	Advanced English for Communication Arts	3(3-0-6)
3003002	Research in Communication Arts	3(2-2-5)
3004001	Seminar in Communication Arts	3(2-2-5)
3011101	Principles of Communication Arts	3(3-0-6)
3011102	Principles of Mass Communication	3(3-0-6)
3012101	Sociology and Psychology of Communication	3(3-0-6)
3012103	Ethics and Laws of Mass Communication	3(3-0-6)
3013103	Communication for Rural Development	3(2-2-5)
3041401	Principles of Radio and Television Broadcasting	3(3-0-6)
3052501	Integrated Marketing Communication	3(3-0-6)
3061601	Digital Photography	3(2-2-5)

Major Requirement (39 credits)

Course ID	Course name	Credits
3002001	Writing for Communication Arts	3(2-2-5)
3002002	Creativity Writing	3(2-2-5)
3011103	Basic Speech Communication	3(2-2-5)
3012102	Advanced Speech Communication	3(2-2-5)
3013101	Strategic Communication	3(2-2-5)
3013102	Intercultural Communication	3(2-2-5)
3014101	Communication Management	3(2-2-5)
3023201	Basic News Reporting	3(2-2-5)
3043401	Radio Broadcasting Production	3(2-2-5)
3043402	Performance	3(2-2-5)
3043403	Directing	3(2-2-5)
3043404	Television Production	3(2-2-5)
3052502	Advertising Creativity and Production	3(2-2-5)

Major Elective Course (15 credits)

Course ID	Course name	Credits
3021201	Principles of Journalism	3(3-0-6)
3022201	Print Media in Digital Age	3(2-2-5)
3022202	Media Editor	3(2-2-5)
3023202	Advanced News Reporting	3(2-2-5)
3024201	Special Project in Journalism	3(2-2-5)
3032301	Public Relations Media	3(2-2-5)
3032302	Organization Communication	3(2-2-5)
3033301	Special Event for Public Relations	3(2-2-5)
3033302	Public Opinion	3(2-2-5)
3034301	Persuasive Communication for Public Relations	3(2-2-5)
3041402	Make-up and Costumes	3(2-2-5)
3042401	Scenery Design for Television Broadcasting in Digital Age	3(2-2-5)
3043405	Multimedia in Radio and Television Broadcasting	3(2-2-5)
3043406	Radio and Television Broadcasting Programs	3(2-2-5)
3044401	Special Project in Radio and Television Broadcasting	3(2-2-5)

Course ID	Course name	Credits
3081801	Development of Creative Media	3(2-2-5)
3082801	Info graphic Design	3(2-2-5)
3083801	Information Technology for Communication Arts	3(2-2-5)
3083802	Digital Media	3(2-2-5)
3084801	Development of Learning Media	3(2-2-5)

Professional Experience or Cooperative Education (7 credits)

Select a plan

Course ID	Course name	Credits
3004901	Preparation for Professional Experience in Communication Arts	2(90)
3004902	Field Experience in Communication Arts	5(450)
or		
3004903	Cooperative Education Preparation in Communication Arts	1(45)
3004904	Cooperative Education in Communication Arts	6(540)

C: Free Elective Course (6 credits)

Freely choose any courses provided by the university. The courses chosen must not have been taken before by the student and must not be the compulsory non-credit courses.