COURSE DETAILS

15206 Creative Content   **(6 credits)**

Course Learning Outcomes

1. To demonstrate knowledge of concepts of creative content creation for communication.
2. To demonstrate an understanding of aesthetics and conveying messages through a variety of types of content.
3. To demonstrate knowledge in using technology in content creation for communication.
4. To carry out skills of creative thinking, planning, and producing content for communication.

Course Description

The course introduces aesthetic concepts (e.g., text, color, images, moving images and sound) to convey messages through a variety of media. Students learn creative thinking processes, planning and producing creative content, including story telling via text, picture, infographic, and live streaming. Other emphases include technology use in applications for content creation, case studies, and media construction.

16353 Marketing Communication in Digital Era   **(6 credits)**

Course Learning Outcomes

1. To acquire knowledge of concepts of marketing and marketing communication in the digital era.
2. To understand the concepts of consumer behavior in the digital era.
3. To understand how to use marketing communication tools in the digital era.
4. To understand and be aware of ethics and consumer protection concepts in the digital era.
5. To develop an integrated strategic marketing communication plan in the digital era.

Course Description

This course covers principles of marketing communication related to business and society (e.g., social marketing) The topics include marketing analysis, target customers, psychological factors that affect consumer behavior, marketing communication research, brand communication, brand image, strategies, and tools for marketing communication (e.g., advertising, public relations, and sales promotion). Students also learn how to develop an integrated strategic marketing communication plan, concepts of event marketing, ethics and consumer protection, and technology for marketing communication.

16455 Creative Content and Streaming   **(6 credits)**

Course Learning Outcomes

1. To demonstrate skills of analysis of data and factors related to creating creative content and streaming.
2. To demonstrate knowledge of conveying ideas to produce creative content and streaming.
3. To develop expertise to create content via various communication platforms in the digital domain.
4. To carry out the skills to build communication campaigns in the digital era.

Course Description

This course covers concepts of conveying ideas to create creative content. The topics include consumer behavior analysis to apply for content production and presentation (e.g., storytelling, viral videos, and short films). Other emphases include advanced technology use for new career opportunities and live streaming. Students also learn and practice how to create content and streaming via various communication platforms, including build a communication campaign.

16465 Communication Innovation   **(6 credits)**

Course Learning Outcomes

1. To acquire knowledge of principles of creating innovation in communication.
2. To demonstrate skills of discussion to explain phenomena related to innovation in communication.
3. To apply innovation in communication to media and communication entrepreneurship to develop society and solve social problems.
4. To plan and build a campaign related to innovation in communication in digital era.

Course Description

This course covers definitions, importance, types, and the evolution of innovation in communication. The topics include communication phenomena and innovation in communication related to the context of society, economy, politics, culture, and technology. This course also offers concepts of media convergence, transmedia communication, development and communication via digital platforms, application for planning and building a project related to innovation in communication in digital era, as well as having professional ethics.

16466 Media Entrepreneur in Digital Era   **(6 credits)**

Course Learning Outcomes

1. To gain knowledge of concepts of media entrepreneurship in the digital era.
2. To demonstrate skills of designing and making a management plan for media entrepreneurship.
3. To build a project related to media entrepreneurship.

Course Description

This course covers concepts, types, and evolution, and data analysis for being a media entrepreneur. This course also offers the concepts and strategies for creating start-ups and selling products through online platforms including streaming. Students also learn the principles and strategies for media and corporate management (e.g., structure, mission statements, human resources, finance, and technology), as well as how to build a project related to media entrepreneurship in the digital era.

40101 General Principles of Law   **(6 credits)**

Course Learning Outcomes

1. Learners are equipped with knowledge and understanding as to the meaning of the law, history of law, as well as legal opinions.
2. Learners are equipped with knowledge and understanding on philosophy of law, legal systems, sources of laws, and legal interpretation.
3. Learners are equipped with knowledge and understanding on the basis of laws, laws relating to lifestyles, careers in the legal fields, as well as roles and ethics of lawyers.

Course Description

Meaning and characteristics of laws, history of legal notions, and schools of laws, different concepts and theories in philosophy of laws, understanding on the rationale and philosophy behind rules and regulations, sources of laws, hierarchy of laws, application and interpretation of laws, relationships between different categories of laws, and relationships between law and other related disciplines, laws relating to lifestyles, careers in the legal fields, roles of the law in societies, as well as ethics of lawyers.

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