|  |
| --- |
| **COURSE DETAILS** |

**10103 Life Skills (6 credits)**

***Course Learning Outcomes***

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

***Course Description***

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

**10111 English for Communication**  **(6 credits)**

***Course Learning Outcomes***

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

***Course Description***

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

**10121 Human Civilization**  **(6 credits)**

***Course Learning Outcomes***

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

***Course Description***

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

**10131 Human Society** **(6 credits)**

***Course Learning Outcomes***

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

***Course Description***

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

**10141 Science, Technology and Environment for Life**  **(6 credits)**

***Course Learning Outcomes***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

***Course Description***

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

**10151 Thai Studies** **(6 credits)**

***Course Learning Outcomes***

1. To learn about Thailand’s history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

***Course Description***

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

**10152 Thailand and the World Community**  **(6 credits)**

***Course Learning Outcomes***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.

2. To gain knowledge on the status of Thailand in the world community.

3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

***Course Description***

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical**.**

**10161 Thai for Communication**  **(6 credits)**

***Course Learning Outcomes***

1. To be able to use Thai language as a tool for communication.
2. To improve language skill for communicate effectively and creatively.
3. To be able to use language in daily life and to pursuit of knowledge.

***Course Description***

Significance of language, idea and communication; the art of using word, sentence, idiom, phrase ; development of listening, speaking, reading and writing skills to communicate effectively and creatively; using Thai language in daily life to pursuit of knowledge and transfer knowledge.

**10162 Chinese for Communication (6 credits)**

***Course Learning Outcomes***

1. To gain knowledge about Standard Chinese phonology, Mandarin phonetic alphabet (Hanyu Pinyin), and be able to write and pronounce the alphabet correctly.
2. To gain knowledge about Chinese characters--as basic words or assembled ones--and sentence structure and grammar for general communication, including practice with writing Chinese characters.
3. To be able to use Chinese in everyday life.

***Course Description***

Standard Chinese phonology, Hanyu Pinyin transcription, basic words, and dialogues for everyday use, structural grammar, and learn and practice writing of 550 Chinese characters.

**10163 Khmer for Communication (6 credits)**

***Course Learning Outcomes***

1. To possess knowledge on the phonology, letters, grammatical structure and basis sentence structure of Khmer.
2. To be able to use basic Khmer for communication in daily life.
3. To possess knowledge on Khmer words used in the Thai language.

***Course Description***

Khmer phonology; the practice of writing the Khmer alphabet; Crieng and Mul alphabets, basic Khmer words used in daily life; grammatical structure and basic sentence structure; listening, speaking, reading and writing skills for communication at the basic level; and Khmer words used in Thai language.

**10164 Social and Culture in the ASEAN Community (6 credits)**

***Course Learning Outcomes***

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

***Course Description***

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

**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.**15231 Princple of Communication Arts (6 credits) *Course Learning Outcomes***

1. To demonstrate knowledge of principles of communication arts .

2. To demonstrate an understanding of basic knowledge in types, development, roles and the influence of various types of mass media in the digital domain .

3. To demonstrate an understanding of media production process and information dissemination in the digital domain.

4. To gain knowledge of concepts of journalism.

5. To gain the ability to plan a communication career path in line with the student’s personal inclinations.

***Course Description***

This course focuses on characteristics of different types of media (offline and online media), mass communication technology, communication evolution, roles and influences of mass media. The relationship between media convergence and the concepts of a variety of fieldsofmass communication (e.g., journalism, radio and television broadcasting, films, corporate communication, public relations and advertising are examined. Topics include information dissemination and media literacy.

**15232 Communication Concepts and Theories (6 credits)**

***Course Learning Outcomes***

1. To understand the concepts and theories of mass communication.

2. To explain communication behaviors in the digital domain.

3. To apply communication theories to create projects related to communication arts.

***Course Description***

This course covers the concepts, definitions, components, processes, roles, and evolution of communication. Communication theories are provided to explain various behaviors and phenomena including applications for communication projects related to social phenomena in the digital era.

**15266 Media Studies in Digital Era (6 credits)**

***Objectives***

1. To gain knowledge of the media analysis on a national, ASEAN regional and global level.

2. To acquire knowledge of creative processes, media production and dissemation related to social contexts.

3. To gain understanding of the power of digital media and how it influences society.

4. To develop media literacy skills.

***Course Description***

This course delves into digital media, media production process and dissemation related in the surrounding social, economic, political, cultural and technological contexts on a national, ASEAN regional and global scale. The course explores the factors that are involved with the working in the media; the power of the digital media that affect social changes. Topics include policy analysis in the media and ways of presenting content. Students learn to develop media literacy skills and are challenged to become more aware of influences and impacts of the media for individuals and society.

**15307 Laws and Ethics for Communication in Digital Era (6 credits)**

***Course Learning Outcomes***

1. To understand the definitions, concepts, and importance of laws for media professionals.

2. To demonstrate kmowledge of laws, the codes of conduct, morality and ethics for media professionals.

3. To understand regulations for media and media entrepreneurship in the digital era.

4. To discuss laws, regulations, and codes of conduct enforcement for media and media entrepreneurship in the digital era.

***Course Description***

This course introduces concepts about the laws, regulations, the codes of conduct, and ethics for media professionals including regulations for media entrepreneurship. Topics include the law of copyright, consumer protection, intellectual property, and innovation in communication for media professionals and entrepreneurship in the digital era.

**15335 Communication Research and Data Management in Digital Era (6 credits)**

***Course Learning Outcomes***

1. To demonstrate knowledge of concepts, methodologies of research including statistical principles for communication studies.

2. To gain knowledge of information seeking, big data analysis and synthesis.

3. To acquire knowledge of conducting a research project and managing data related to communication studies.

***Course Description***

This course offers students key concepts, methodology, and skills for conducting research on communication*.* The principles of statistics, information seeking, data analysis and big data management are provided to enhance research skills and applications for communication studies.

**15336 Strategic Management in Corporate Communication Innovation (6 credits)**

***Course Learning Outcomes***

1. To gain knowledge of concepts and tools of corporate communications.

2. To acquire knowledge of stakeholder relationship management and corporate communication measurement.

3. To understand strategies of innovative management for corporate communication.

4. To understand communication management for corporate image.

5. To be able to build a communication campaign related to innovation for corporate communication.

***Course Description***

This course provides fundamental knowledge of management in corporate communication and its tools. The topics include building the corporate image, risk management, issue management, crisis management, stakeholder management, technology use for communication, and corporate communication measurement. Students also learn how to build a corporate communication campaign.

**15337 Communication for Change (6 credits)**

***Course Learning Outcomes***

1. To understand the concepts of a social system and evolution of communication for social change.  
 2. To understand principles of planning and strategic communication for social change.

3. To understand tools for communication for social change.

4. To understand how to build an integrated communication campaign for social change in the digital era.

***Course Description***

This course covers fundamental knowledge of communication for social change in various parts (e.g., education, culture, economy, politics, and environment). The topics include social systems related to social change, innovation in communication, crisis management, planning and strategic communication for development of human resources, community, society, and country. Students learn how to apply communication principles for building an integrated communication campaign for social change.

**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.

**16412 Professional Experience in Communication Arts (6 credits)**

***Course Learning Outcomes***

1. To apply principles of concepts and theories of communication for self-improvement and communication professions.

2. To gain experience in strategic communication management to develop work related to communication.

3. To learn how to work as a team that provides opportunities to exchange ideas and improve media literacy skills.

4. To promote friendship among students and friendship between lecturers and students.

5. To demonstrate more knowledge of professional ethics for personnel in communication arts.

6. To build a self-improvement plan for communication professionals.

***Course Description***

This course focuses onlearning and self-improvement skills for communication professionals. This course is oriented from concepts and theories of communication and draws on various communication professional skills (e.g., leadership, teamwork, strategic management, media literacy skills, analyzing problems, and decision making). Students also learn techniques of presentation and creating innovation in communication with professional ethics.

**16426 Brand Communication (6 credits)**

***Course Learning Outcomes***

1. To demonstrate knowledge of the principle of communication in the digital domain.

2. To acquire knowledge to produce a sustainable brand.

3. To apply branding knowledge to build a brand for a person, corporation, product, and service.

***Course Description***

This course focuses on branding concepts. The topics include branding, data analysis for rebranding, building brand image, brand identity, brand experience, brand value, brand touchpoints, and how to use influencers to build the brand. Other emphases include how to apply branding for sustaining a brand.

**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.

**Last update: 18-July-2023**