

COURSE DETAILS

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.

16455 Creative Content and Streaming มหาวิทยาลัย

(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.

32335 Introduction to Tourism and Tourism Industry**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on concepts, components, types and development of tourism, factors impacting upon the tourism industry, and tourism industry's effect on economy, society and environment.
2. To acquire knowledge about tourism planning and development, sustainable tourism management, and tourism related laws.
3. To acquire knowledge about business in tourism industry, organizations and institutions which play important roles in tourism industry, and service psychology in tourism industry.
4. To acquire knowledge about global tourism situation and international tourism standard to develop a deeper understanding of the tourism industry.

Course Description

Concepts, components and relationships between various sectors in the tourism industry; types of tourism; history and development of tourism and hotel; factors impacting upon the tourism industry; tourism industry's effect on economy, society and environment; tourism industry management and promotion; sustainable tourism management; tourism related laws; business in the tourism industry; organizations and institutions which play important roles in the tourism industry; service psychology in the tourism industry with reference to the global tourism situation and international tourism standards.

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