

Bachelor of Communication Arts Program in Digital Communication

1. For those who have or upper secondary school, or its equivalent or vocational certificate, or its equivalent.

(1) Program Structure

The program requires at least 20 courses or 120 credits comprising the following:

A. General Education Courses	5	courses	(30 credits)
B. Area-specific Courses	14	courses	(84 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 5 courses (30 credits)

Required 2 courses

10141 Science, Technology and Environment for Life

10151 Thai Studies

And elective courses choose the following:

Language Group

10111 English for Communication

10161 Thai for Communication

10162 Chinese for Communication

10163 Khmer for Communication

And elective courses choose the following:

Social Group

10131 Human Society

10152 Thailand and the World Community

And elective courses choose the following:

Human Group

10103 Life Skills

10121 Human Civilization

10164 Society and Culture in the ASEAN Community

B. Area-specific Courses 14 courses (84 credits)

Core Courses 10 courses

15206 Creative Content

15231 Principle of Communication Arts

15232 Communication Concepts and Theories

15266 Media Studies in Digital Era

15307 Laws and Ethics for Communication in Digital Era

15335 Communication Research and Data Management in Digital Era

15336 Strategic Management in Corporate Communication Innovation

- 15337 Communication for Change
- 16353 Marketing Communication in Digital Era
- 16412 Professional Experience in Communication Arts*

Area-specific Courses 4 courses

- 16426 Brand Communication**
- 16455 Creative Content and Streaming**
- 16465 Communication Innovation
- 16466 Media Entrepreneur in Digital Era

C. Open Elective Course 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

2. For those who have obtained a Higher vocational certificate or equivalent in all disciplines.

(1) Program Structure

The program requires at least 18 courses or 108 credits comprising the following:

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|------------------------------|----|---------|--------------|
| A. General Education Courses | 3 | courses | (18 credits) |
| B. Area-specific Courses | 14 | courses | (84 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

(2) Program Details

A. General Education Courses 3 courses (18 credits)

1. For those who obtain a Higher Vocational Certificate or equivalent in commercial or Business Administration, Tourism Industry, Artistry. General Education Courses 3 courses

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

2. For those who obtain a Higher Vocational Certificate or equivalent in Industry, Textile Industry, Home economics, Agriculture, Fishery and Information and Communication Technology. General Education Courses 3 courses

- 10121 Human Civilization
- 10131 Human Society
- 10151 Thai Studies

Note: * Students must register when no more than the last 3 courses remain.

** Professional skill training is required.

B. Area-specific Courses 14 courses (84 credits)***Core Courses 10 courses***

- 15206 Creative Content
- 15231 Principle of Communication Arts
- 15232 Communication Concepts and Theories
- 15266 Media Studies in Digital Era
- 15307 Laws and Ethics for Communication in Digital Era
- 15335 Communication Research and Data Management in Digital Era
- 15336 Strategic Management in Corporate Communication Innovation
- 15337 Communication for Change
- 16353 Marketing Communication in Digital Era
- 16412 Professional Experience in Communication Arts*

Area-specific Courses 4 courses

- 16426 Brand Communication**
- 16455 Creative Content and Streaming**
- 16465 Communication Innovation
- 16466 Media Entrepreneur in Digital Era

C. Open Elective Course 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

3. For those who hold a diploma, or a degree of any level, or its equivalent.
(1) Program Structure

The program requires at least 16 courses or 96 credits comprising the following:

- A. General Education Courses 1 course (6 credits)
- B. Area-specific Courses 14 courses (84 credits)
- C. Open Elective Courses 1 course (6 credits)

(2) Program Details**A. General Education Courses 1 course (6 credits)**

- 10151 Thai Studies

B. Area-specific Courses 14 courses (84 credits)***Core Courses 10 courses***

- 15206 Creative Content
- 15231 Principle of Communication Arts
- 15232 Communication Concepts and Theories

Note: * Students must register when no more than the last 3 courses remain.

** Professional skill training is required.

- 15266 Media Studies in Digital Era
- 15307 Laws and Ethics for Communication in Digital Era
- 15335 Communication Research and Data Management in Digital Era
- 15336 Strategic Management in Corporate Communication Innovation
- 15337 Communication for Change
- 16353 Marketing Communication in Digital Era
- 16412 Professional Experience in Communication Arts*

Area-specific Courses 4 courses

- 16426 Brand Communication**
- 16455 Creative Content and Streaming**
- 16465 Communication Innovation
- 16466 Media Entrepreneur in Digital Era

C. Open Elective Course 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Students must register when no more than the last 3 courses remain.

** Professional skill training is required.

Last updated: 20-July-2023

