

ADVERTISING CURRICULUM STRUCTURE

*****This document is for students who are in or plan to be in Advertising Program.**

	AD	NM	PC	PR	
I. General Education Courses					
1. Language Courses	15	15	15	15	Credits
2. Social Science Courses	12	12	12	12	Credits
3. Humanities Courses	3	3	3	3	Credits
4. Science and Mathematics Courses	6	6	6	6	Credits
II. Professional Courses					
5. Core Courses	39	39	39	39	Credits
6. Major Required Courses	39	43	39	40	Credits
7. Major Elective Courses Or Minor Courses*	18	18	18	18	Credits
III. Free Electives					
8. Free Elective Courses	6	6	6	6	Credits
Total	138	142	138	139	Credits

**** In order to graduate, students must fulfill all the subjects and credits required.**

I. General Education Courses (36 Credits) (For all students)

For all the subjects in this group, students can pass with the grade from "A to D". All students, any departments, need to take these courses.

1. Language Courses (15 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)
	GE 1403	Communication in Thai	3	-
	Or GE 1404	Thai Culture and Traditions (Only for foreign students)		
	BG 1001	English I	3	-
	BG 1002	English II	3	BG1001
	BG 2000	English III	3	BG1002
	BG 2001	English IV	3	BG2000

2. Social Science Courses (12 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)
	CA 1012	Macro-environment, Media Effect and Media Literacy	3	-
	CA 4010	Law and Ethical Concerns for Communication	3	-
	CA 2016	Psychology for Persuasive Communication	3	-
	GE 2202	Ethics	3	

3. Humanities Courses (3 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)
	GE 1102	Introduction to Philosophy	3	

4. Mathematics and Science Courses (6 Credits)

Grade	Code	Course Title	Credit	Prerequisite(s)
	BG 1301	Fundamentals of Statistics	3	-
	GE 1301	Environment Science	3	-

II. Advertising Professional Courses (Total 96 Credits)

For Bachelor of Communication Arts – Advertising Program

5. Core Courses (39 Credits)

For all the subjects in this group, students can pass with the grade from “A to D”.

Grade	Code	Course Title	Credit	Prerequisite(s)
	CA 1001	Introduction to Communication	3	-
	CA 1002	Introduction to Photography and Cinematography	3	-
	CA 1006	Introduction to Journalism and Mass Communication	3	-
	CA 1017	Introduction to Creative Communication Design	3	-
	CA 2004	Introduction to Advertising	3	-
	CA 2005	Introduction to Public Relations	3	-
	CA 2007	Introduction to New Media and Broadcasting	3	-
	CA 2015	Introduction to Performance Communication	3	-
	CA 2018	Consumer Insight	3	-
	MGT 1101	Introduction to Business	3	-
	MGT 2900	Principles of Management	3	MGT 1101
	MKT 2280	Principles of Marketing	3	MGT 1101
	NM 3401	Production for Communication Tools	3	CA1002

6. Major Required Courses (39 Credits)

For all the subjects in this group, **AD students must get at least “C”** in order to pass.

Grade	Code	Course Title	Credit	Prerequisite(s)
	CA 2003	Presentation Technique	3	-
	CA 2013	Utilization of Multimedia Tools	3	CA 1017
	CA 3011	Communication Arts Research	3	BG 1301
	AD 3101	Principles of Marketing Communication	3	MKT 3101
	AD 3102	Advertising Media Planning	3	CA 2018
	AD 3103	Advertising Creative Strategy	3	CA 2018
	AD 3112	Brand Communication	3	AD 3101
	AD 3119	Advertising and Marketing Communication Research	3	CA 3011
	AD 4100	Seminar in Advertising	3	-
	AD 4101	Advertising Workshop I	3	CA 3011 AD 3101
	AD 4102	Advertising Workshop II	3	CA 3011 AD 4101
	AD 4104	Advertising and Marketing Communication Management	3	Take together with AD 4101*
	AD 4115	Campaign Planning and Management	3	AD 4104

7. Major Elective or Minor Courses (18 Credits)

Advertising students can choose the subjects to fulfill 18 credits from the major elective courses and from the minor courses. For all the subjects in this group, students can pass with the grade from "A to D".

There are 3 ways to select the Minor Elective Courses.

(7.1) Pure AD: Students must pick 18 credits from the AD major elective courses table.

(7.2) Buffet: Students can pick 18 credits from any departments' elective courses table (Please see AD Elective courses table, NM Elective courses table, PC Elective courses table, PR Elective courses below). They can be mixed.

(7.3) Minor program: After selecting the minor program they want to study, students must take 9 credits from the minor requirements and another 9 credits from minor electives.

*Please consult your advisor for more details.

AD Elective Courses (for 7.1 and 7.2)

Grade	Code	Course Title	Credit	Prerequisite(s)
	AD 3106	Art Direction	3	CA 2004
	AD 3114	Interactive Advertising and Marketing Communication	3	
	AD 3113	Customer Relationship Management	3	CA 3101
	AD 3115	International Communication Campaign	3	CA 2004
	AD 3116	Account Planning	3	CA 2004
	AD 3117	Advertising and Popular Culture	3	CA 2004
	AD 3118	Selected Topics in Advertising	3	CA 2004
	AD 4107	Basic Copywriting (Thai)	3	AD 3101
	Or AD 4108	Basic Copywriting (English)	3	AD 3101
	AD 4103	Creative Media Management	3	AD 3102
	AD 4111	Advanced Brand Communication	3	AD 3112
	AD 4122	Direct Communication Campaign Management	3	AD 3101
	AD 4123	Marketing Channel Communication	3	CA 2004 MKT 2280

NM Elective Courses (for 7.2)

Grade	Code	Course Title	Credit	Prerequisite(s)
	NM 3411	Advanced Photography and Digital Imaging	3	CA 1002
	NM 3417	Computer Graphics for Communication Design	3	-
	NM 3418	Interactive Media Art	3	CA 2013
	NM 3419	Selected Topics in New Media	3	-
	NM 3414	New Media Journalism	3	CA 1006
	NM 4413	Advanced Multimedia Editing	3	NM 3404
	NM 4414	Sound for Video Production	3	NM 3402
	NM 4417	Media Content Analysis	3	CA 2016
	NM 4418	Integrated New Media Environments	3	CA 2013
	NM 4419	Utilization of New Media Programming	3	CA 2013

PC Elective Courses (for 7.2)

Grade	Code	Course Title	Credit	Prerequisite(s)
	PC 3301	Art and Literature Appreciation	3	CA 1001 CA 2015

	PC 3302	Principles of Performance Design	3	CA 1001 CA 2015
	PC 3320	Script Writing and Adaptation in Thai	3	PC 3305
	Or PC 3321	Script Writing and Adaptation in English	3	PC 3305
	PC 3322	Acting for Personality/ Social Interaction	3	CA 1001
	PC 3323	Fundamental of Acting	3	CA 1001
	PC 3324	Sound for Performance/ Event	3	CA 2015
	PC 4315	Fundamental of Lighting	3	CA 2015
	PC 4316	Directing	3	PC 3307 PC 3322
	PC 4325	Costume and Make-up Selection	3	PC 3302 PC 3307
	PC 4326	Scenery and Prop Creation	3	PC 3302 PC 3307
	PC 4327	Selected Topics in Performance Communication	3	CA 2015

PR Elective Courses (for 7.2)

Grade	Code	Course Title	Credit	Prerequisite(s)
	PR 3210	Negotiations	3	CA 1001 CA 2016
	PR 3216	Writing for Public Relations in Thai	3	GE 1403 CA 2005
	PR 3217	Desktop Publishing/ Presentation Graphics	3	CA 2005 CA 2013
	PR 3218	Special Events Management for Public Relations	3	CA 2005
	PR 3224	Applied Research for Public Relations	3	CA 2005 CA 3011
	PR 3225	Personality Development and Personal Branding	3	CA 2005 CA 3014
	PR 3228	Intercultural Communication	3	CA 1001 CA 2005
	PR 3229	Folk and Traditional Media Communication	3	CA 2005
	PR 3230	Digital Public Relations	3	CA 2005 CA 2013
	PR 4219	Community Relations	3	CA 2005
	PR 4220	Financial and Investor Relations	3	CA 2005
	PR 4221	Public Relations for Issue and Crisis Management	3	CA 2005
	PR 4222	News Writing and Reporting	3	BG 2001 CA 1006
	PR 4223	Magazine/Feature Writing	3	BG 2001
	PR 4226	Selected Topics in Public Relations	3	CA 2005

Minor Courses For all students (for 7.3)

Students wishing to get a minor program must take the minor requirements and electives as indicated.

Minor in Advertising

Minor Required Courses (9 credits)

AD 3102	Advertising Media Planning	3 Credits
AD 3103	Advertising Creative Strategy	3 Credits
AD 3112	Brand Communication	3 Credits

Minor Elective Courses (9 credits)

Students can take minor elective courses of 9 credits from the Department of Advertising upon completion of the prerequisites (if any).

AD 3106	Art Direction	3 Credits
AD 3114	Interactive Advertising and Marketing Communication	3 Credits
AD 3113	Customer Relationship Management	3 Credits
AD 3115	International Communication Campaign	3 Credits
AD 3116	Account Planning	3 Credits
AD 3117	Advertising and Popular Culture	3 Credits
AD 3118	Selected Topics in Advertising	3 Credits
AD 4107	Basic Copywriting (Thai)	3 Credits
Or AD4108	Basic Copywriting (English)	3 Credits
AD 4103	Creative Media Management	3 Credits
AD 4111	Advanced Brand Communication	3 Credits
AD 4122	Direct Communication Campaign Management	3 Credits
AD 4123	Marketing Channel Communication	3 Credits

Minor in New Media Communication

Minor Required Courses (9 credits)

NM 3402	Film and Time-based Media Production	3 Credits
NM 3404	Multimedia Editing	3 Credits
NM 4406	Broadcast Media Production and Directing	3 Credits

Minor Elective Courses (9 credits)

Students can take minor elective courses of 9 credits from the Department of Advertising upon completion of the prerequisites (if any).

NM 3411	Advanced Photography and Digital Imaging	3 Credits
NM 3412	Creativity and Innovation	3 Credits
NM 3414	New Media Journalism	3 Credits
NM 3417	Computer Graphics for Communication Design	3 Credits
NM 3418	Interactive Media Art	3 Credits
NM 3419	Selected Topics in New Media	3 Credits
NM 4413	Advanced Multimedia Editing	3 Credits
NM 4414	Sound for Video Production	3 Credits
NM 4417	Media Content Analysis	3 Credits
NM 4418	Integrated New Media Environments	3 Credits
NM 4419	Utilization of New Media Programming	3 Credits

Minor in Performance Communication

Minor Required Courses (9 credits)

PC 3305	Script Writing and Analysis	3 Credits
PC 3308	Performance/ Event Criticism	3 Credits
PC 4311	Production Management for Performance	3 Credits

Minor Elective Courses (9 credits)

Students can take minor elective courses of 9 credits from the Department of Performance Communication upon completion of the prerequisites (if any).

PC 3301	Art and Literature Appreciation	3 Credits
PC 3302	Principles of Performance Design	3 Credits
PC 3320	Script Writing and Adaptation in Thai	3 Credits

Or PC 3321	Script Writing and Adaptation in English	3 Credits
PC 3322	Acting for Personality/ Social Interaction	3 Credits
PC 3323	Fundamental of Acting	3 Credits
PC 3324	Sound for Performance/ Event	3 Credits
PC 4315	Fundamental of Lighting	3 Credits
PC 4316	Directing	3 Credits
PC 4325	Costume and Make-up Selection	3 Credits
PC 4326	Scenery and Prop Creation	3 Credits
PC 4327	Selected Topics in Performance Communication	3 Credits

Minor in Public Relations

Minor Required Courses (9 credits)

PR 3202	Strategic Public Relations Campaign Planning and Evaluation	3 Credits
PR 3214	Organization Communication	3 Credits
PR 4201	Corporate Communication and Stakeholder Relations	3 Credits

Minor Elective Courses (9 credits)

Students can take minor elective courses of 9 credits from the Department of Public Relations upon completion of the prerequisites (if any).

PR 3210	Negotiations	3 Credits
PR 3216	Writing for Public Relations in Thai	3 Credits
PR 3217	Desktop Publishing/ Presentation Graphics	3 Credits
PR 3218	Special Events Management for Public Relations	3 Credits
PR 3224	Applied Research for Public Relations	3 Credits
PR 3225	Personality Development and Personal Branding	3 Credits
PR 3228	Intercultural Communication	3 Credits
PR 3229	Folk and Traditional Media Communication	3 Credits
PR 3230	Digital Public Relations	3 Credits
PR 4219	Community Relations	3 Credits
PR 4220	Financial and Investor Relations	3 Credits
PR 4221	Public Relations for Issue and Crisis Management	3 Credits
PR 4222	News Writing and Reporting	3 Credits
PR 4223	Magazine/Feature Writing	3 Credits
PR 4226	Selected Topics in Public Relations	3 Credits

II. Free Elective

8. Free Elective Courses (6 Credits)

Students are free to take **any course offered by the university**. For all the subjects in this group, students can pass with the grade from "A to D".

Grade	Code	Course Title	Credit
			3
			3