



**ALBERT LAURENCE
SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY**

Student Manual

For Students ID 601-xxxx onwards
Bachelor of Communication Arts
Department of Advertising



(August 2018)

CURRICULUM STRUCTURE

Bachelor of Communication Arts Program in

Advertising (AD), Digital Media Communication (DM), Live Event Creation and Management (LIVE) and Public Relations (PR)

	AD	DM	LIVE	PR	
I. General Education Courses					
1. Language Courses	15	15	15	15	Credits
2. Social Science Courses	6	6	6	6	Credits
3. Humanities Courses	6	6	6	6	Credits
4. Science and Mathematics Courses	3	3	3	3	Credits
II. Professional Courses					
1. Core Courses	36	36	36	36	Credits
2. Major Required Courses	42	48	45	45	Credits
3. Major Elective Courses Or Minor Courses*	15	15	15	15	Credits
III. Free Electives	6	6	6	6	Credits
Total	129	135	132	132	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”.

1. Language Courses (15 Credits)

Code	Course Title	Credit
GE 1403	Communication in Thai	3
Or GE 1405	Thai Language and Culture (Only for foreign students)	3
BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3

2. Social Science Courses (6 Credits)

Code	Course Title	Credit
CA 4010	Law and Ethical Concerns for Communication	3
GE 2202	Ethics	3

3. Humanities Courses (6 Credits)

Code	Course Title	Credit
GE 1102	Introduction to Philosophy	3
GE 2101	World Civilization	3

4. Mathematics and Science Courses (3 Credits)

Code	Course Title	Credit
BG 1301	Fundamentals of Statistics	3

II. Professional Courses (93 Credits)

1. Core Courses (36 Credits)

For all the subjects in this group, students can pass with the grade from **A to D**. All students in **all majors** have to take these courses.

Code	Course Title	Credit
CA 1001	Introduction to Communication	3(3-0-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1002	Introduction to Photography and Cinematography	3(2-2-5)
CA 1021	Introduction to Advertising and Branding	3(3-0-6)
CA 2003	Presentation Technique	3(2-2-5)
CA 1022	Introduction to Public Relations	3(3-0-6)
CA 1024	Introduction to Digital Media Communication	3(2-2-5)
CA 1025	Computer Graphic Design	3(2-2-5)
CA 1023	Introduction to Live Event Creation and Management	3(2-2-5)
CA 2019	Communication Arts Research	3(3-0-6)
MGT 1101	Introduction to Business	3(3-0-6)
MGT 2900	Principles of Management	3(3-0-6)
MKT 2280	Principles of Marketing	3(3-0-6)

2. Major Required Courses (42 Credits) for Advertising students

DEPARTMENT OF ADVERTISING

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

Code	Course Title	Credit
AD 2100	Consumer Insight	3(3–0–6)
AD 2101	Idea Generation in Advertising	3(2–2–5)
AD 2102	Principles of Marketing Communication	3(3–0–6)
AD 3102	Advertising Media Planning	3(3–0–6)
AD 3103	Advertising Creative Strategy (English)	3(2–2–5)
OR AD 3104	Advertising Creative Strategy (Thai)	3(2–2–5)
AD 3112	Brand Communication	3(3–0–6)
AD 3113	Customer Relationship Management	3(3–0–6)
AD 3114	Interactive Advertising and Marketing Communication	3(3–0–6)
AD 3119	Advertising and Marketing Communication Research	3(2–2–5)
AD 4100	Seminar in Advertising	3(3–0–6)
AD 4101	Advertising Workshop I	6(6–2–10)
AD 4102	Advertising Workshop II	6(6–2–10)

3. Major Elective Courses or Minor Courses (15 Credits)

Students can choose one of the two plans in the following.

Plan A: Major Concentration Courses Or

Plan B: Major Elective Courses

Plan A- Major Concentration Courses

Students can choose one of three concentrations in the following.

A1) Concentration in Strategic Integrated Marketing Communication

A2) Concentration in Brand Communication

A3) Concentration in Advertising Creative and Production

A1) Concentration in Strategic Integrated Marketing Communication

3 compulsory courses as listed in the table below and 2 optional courses from Advertising Major Elective course in Plan B

AD 3120	Integrated Marketing Communication Planning and Strategy	3(2–2–5)
AD 3121	Strategic Situation Analysis	3(3–0–6)
AD 3122	Presentation Design for Campaign Planning	3(2–2–5)
	Advertising Major Elective Course*	
	Advertising Major Elective Course*	

**Please see the Advertising Major Elective course options in plan B*

A2) Concentration in Brand Communication

3 compulsory courses as listed in the table below and 2 optional courses from Advertising Major Elective course in Plan B

AD 3120	Integrated Marketing Communication Planning and Strategy	3(2–2–5)
AD 3123	Corporate Brand Communication	3(3–0–6)
AD 3124	Strategic Brand Positioning	3(3–0–6)
	Advertising Major Elective Course*	
	Advertising Major Elective Course*	

**Please see the Advertising Major Elective course options in plan B*

A3) Concentration in Advertising Creative and Production

3 compulsory courses as listed in the table below and 2 optional courses from Advertising Major Elective course in Plan B

AD 3106	Art Direction	3(2–2–5)
AD 3107	Copywriting (Thai)	3(2–2–5)
OR AD 3108	Copywriting (English)	
AD 3125	Production Design for Advertising and Brand Communication	3(2–2–5)
	Advertising Major Elective Course*	
	Advertising Major Elective Course*	

**Please see the Advertising Major Elective course options in plan B*

Plan B - Major Elective Courses

Advertising students pursuing PLAN B must select any advertising major elective courses with any major requirement courses or major elective courses from Digital Media Communication, Live Event Creation and Management and Public Relations courses as major elective courses upon completion of the prerequisites (if any) to fulfill 15 credits.

AD 3106	Art Direction	3(2–2–5)
AD 3107	Copywriting (in Thai)	
OR AD 3108	Copywriting (in English)	3(2–2–5)
AD 3117	Advertising and Popular Culture	3(3–0–6)
AD 3126-30	Selected Topics in Advertising I	3(3–0–6)
AD 3131-35	Selected Topics in Advertising II	3(3–0–6)
AD 3120	Integrated Marketing Communication Planning and Strategy	3(2–2–5)
AD 3121	Strategic Situation Analysis	3(3–0–6)
AD 3122	Presentation Design for Campaign Planning	3(2–2–5)
AD 3123	Corporate Brand Communication	3(3–0–6)
AD 3124	Strategic Brand Positioning	3(3–0–6)
AD 3125	Production Design for Advertising and Brand Communication	3(2–2–5)

Major Elective Courses offered by other Departments for Plan B

LIVE 3201	Creative Writing and Script Adaptation for Live Events	3(2-2-5)
LIVE 3202	Costume and Make up	3(1-4-4)
LIVE 3203	Advanced Acting for Live Events	3(1-4-4)
LIVE 3204	Personality Development	3(1-4-4)
LIVE 3205	Lighting and Media Design for Live Events	3(1-4-4)
LIVE 3206	Property and Scene Design	3(1-4-4)
LIVE 4201	Art and Culture in 21 st Century	3(2-2-5)
LIVE 4202	Cultural Events and Festival Management	3(1-4-4)
LIVE 4203	Promotion and Strategy for Live Events	3(2-2-5)
LIVE 4204	Selected Topic in Live Event Creation and Management	3(1-4-4)
LIVE 4205	Approaches and Concept of Criticism in Live Events	3(2-2-5)
PR 3216	Writing for Public Relations in Thai	3(2-2-5)
PR 3224	Applied Research for Public Relations	3(2-2-5)
PR 3225	Personality Development and Personal Branding	3(2-2-5)
PR 3228	Intercultural Communication	3(3-0-6)
PR 4226	Selected Topics in Public Relations	3(3-0-6)
PR 4229	Public Speaking	3(2-2-5)
PR 4230	Interactive Media for Public Relations	3(2-2-5)
PR 4231	Sponsorship Management for Public Relations	3(2-2-5)
PR 4235	Current Trends and Digital Literacy	3(3-0-6)
PR 4236	Computer Graphic for Public Relations	3(2-2-5)
PR 3216	Writing for Public Relations in Thai	3(2-2-5)
DM 3421	Screenwriting	3(3-0-6)
DM 3422	Directing	3(2-2-5)
DM 3423	Documentary	3(2-2-5)
DM 3424	Digital Content Creation	3(3-0-6)
DM 3425	Lighting	3(2-2-5)
DM 3426	Innovation and Digital Technology	3(3-0-6)
DM 4421	Advanced Photography and Digital Imaging	3(2-2-5)
DM 4422	Advanced Directing	3(2-2-5)
DM 4423	Advanced UI and UX Design	3(2-2-5)
DM 4424	Selected Topic in Digital Media Communication	3(2-2-5)

III. Free Elective Courses (6 Credits)

Students can take free elective courses of 6 credits from **any faculty** in Assumption University upon completion of the prerequisites (if any).

Study Plan

First Year

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3(2-3-6)
CA 1001	Introduction to Communication	3(3-0-6)
CA 1002 OR CA 1025	Introduction to Photography and Cinematography OR Computer Graphic Design	3(2-2-5)/ 3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)/ 3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(3-2-5)/ 3(3-2-5)
GE 1403 OR GE 1405	Communication in Thai OR Thai Language and Culture	3(3-0-6)
Total		18(15-7-34)

Second Semester

Course Code	Course Title	Credits
BG 1002	English II	3(2-3-6)
CA 1002 OR CA 1025	Introduction to Photography and Cinematography OR Computer Graphic Design	3(2-2-5)/ 3(2-2-5)
CA 1021 OR CA 1022	Introduction to Advertising and Branding OR Introduction to Public Relations	3(3-0-6)/ 3(3-0-6)
CA 1023 OR CA 1024	Introduction to Live Event Creation and Management OR Introduction to Digital Media Communication	3(3-2-5)/ 3(3-2-5)
GE 2101	World Civilization	3(3-0-6)
MGT 1101	Introduction to Business	3(3-0-6)
Total		18(15-7-34)

Second Year

First Semester

Course Code	Course Title	Credits
BG 2000	English III	3(2-3-6)
BG 1301	Fundamentals of Statistics	3(3-0-6)
MKT 2280 OR MGT 2900	Principles of Marketing OR Principles of Management	3(3-0-6)/ 3(3-0-6)
GE 2202	Ethics	3(3-0-6)
CA 2003	Presentation Technique	3(2-2-5)
GE1102	Introduction to Philosophy	3(3-0-6)
Total		18(16-5-35)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3(2-3-6)
AD 2102	Principles of Marketing Communication	3(3-0-6)
MKT 2280 OR MGT 2900	Principles of Marketing OR Principles of Management	3(3-0-6)/ 3(3-0-6)
AD 2100	Consumer Insight	3(3-0-6)
AD 2101	Idea Generation in Advertising	3(2-2-5)
CA 2019	Communication Arts Research	3(3-0-6)
Total		18(16-5-35)

Third Year**First Semester**

Course Code	Course Title	Credits
AD 3102	Advertising Media Planning	3(3-0-6)
AD 3103 OR AD 3104	Advertising Creative Strategy (English) OR Advertising Creative Strategy (Thai)	3(2-2-5)
AD 3112	Brand Communication	3(3-0-6)
AD 3113	Customer Relationship Management	3(3-0-6)
AD 3114	Interactive Advertising and Marketing Communication	3(3-0-6)
AD 3119	Advertising and Marketing Communication Research	3(2-2-5)
Total		18(16-4-34)

Second Semester

Course	Code Course Title	Credits
Major Elective Course from Plan A or B		3(3-0-6)
Major Elective Course from Plan A or B		3(3-0-6)
Major Elective Course from Plan A or B		3(3-0-6)
Major Elective Course from Plan A or B		3(3-0-6)
Major Elective Course from Plan A or B		3(3-0-6)
Total		15(15-0-30)

Fourth Year**First Semester - last semester**

Course Code	Course Title	Credits
AD 4100	Seminar in Advertising	3(3-0-6)
AD 4101	Advertising Workshop I	6(6-2-10)
CA 4010	Law and Ethical Concerns for Communication	3(3-0-6)
Free Elective		3(3-0-6)
Total		15(15-2-28)