

Study Plan (ID 474 xxxxx 28)

The total of 130 credits is required for graduation.

1st year		1st year	
First Semester		Second Semester	
2400104	Politics and Government of Thailand (3)	2204180	Civilization (3)
2800101	Introduction to Communication (3)	2800210	Art Appreciation for Communication (2)
2800209	Thai Culture (3)	2800204	Introduction to News Writing and Reporting (3)
2804201	Principles and Practices of Speech Communication * (3)	2804201	Principles and Practices of Speech Communication* (3)
5500243	English for Academic Purposes I (3)	2900151	Foundation of Economics (3)
		3803301	Introduction to Social Psychology (3)
		5500244	English for Academic Purposes II (3)
Total	15 or 12	Total	17 or 20
 2nd year		 2nd year	
First Semester		Second Semester	
2207103	Philosophy and Logic (3)	0201151	Our Environment (3)
2308303	History of Science (3)	2712110	Music Appreciation (2)
2605311	Principle of Marketing (3)	2803200	Introduction to Public Relations (3)
2800105	Introduction to Computer (3)	2803201	Introduction to Advertising (3)
2800205	Introduction to Mass Media (3)	5500246	English Oral Communication (2)
5500245	English Writing for Communication Arts (3)	xxxxxxx	Free Electives (3)
Total	18	Total	16
 3rd year		 3rd year	
First Semester		Second Semester	
2800321	Consumer Behavior (3)	2800322	Marketing Communication Management (3)
2800353	Principles of Marketing Communications (2)	2800354	Organizational Communication Behavior (3)
2800355	Persuasion and Negotiation (3)	2800356	Communication Campaign Management (3)
2800361	Computer Graphic for Communication Work (3)	2800357	Communication Research Design and Data Analysis (3)
2800371	Advanced Reporting (3)	2800451	Seminar in Communication and Presentation (3)
5500343	Professional English Writing for Communication Arts (2)	5500344	Presentation (3)
Total	16	Total	18

4 th year		
First Semester		
2602241	Introduction to Information Technology and Information Systems	(3)
2800450	Crisis and Conflict Management	(3)
2800462	Computer Applications in Communication Work	(2)
2800472	Advanced Reporting and Editing In English	(3)
2800480	Communication Planning, and Evaluation	(3)
Xxxxxxx	Free Electives	(3)
	Total	17

4 th year		
Second Semester		
2800454	Seminar in Communication and Ethical and Legal Issues	(3)
2800463	Selected Topics in Communication Management	(3)
2800482	Target Audience Analysis	(3)
2800484	Management of Image, Identity and Reputation	(3)
2800498	Communication Management Professional Internship	(1)
	Total	13

* Course offers in first and second semester

Study Plan (ID 484 xxxxx 28)

1 st year		
First Semester		
2400104	Politics and Government of Thailand	(3)
2800101	Introduction to Communication	(3)
2800105	Introduction to Computer	(3)
2800209	Thai Culture	(3)
2804201	Principles and Practices of Speech Communication *	(3)
5500243	English for Academic Purposes I	(3)
	Total	18 or 15

1 st year		
Second Semester		
2204180	Civilization	(3)
2800210	Art Appreciation for communication	(2)
2804201	Principles and Practices of Speech Communication *	(3)
2900151	Foundation of Economics	(3)
3803301	Introduction to Social Psychology	(3)
5500244	English for Academic Purposes II	(3)
xxxxxxx	Free Electives	(3)
	Total	20 or 17

2 nd year		
First Semester		
2207103	Philosophy and Logic	(3)
2308303	History of Science	(3)
2605311	Principle of Marketing	(3)
2800205	Introduction to Mass Media	(3)
2803200	Introduction to Public Relations	(3)
5500245	English Writing for Communication Arts	(3)
	Total	18

2 nd year		
Second Semester		
0201151	Our Environment	(3)
2712110	Music Appreciation	(2)
2803201	Introduction to Advertising	(3)
5500246	English Oral Communication	(2)
2800204	Introduction to News Writing and Reporting	(3)
xxxxxxx	Free Electives	(3)
	Total	16

3rd year			3rd year		
First Semester			Second Semester		
2800321	Consumer Behavior	(3)	2800322	Marketing Communication Management	(3)
2800353	Principles of Marketing Communications	(2)	2800354	Organizational Communication Behavior	(3)
2800355	Persuasion and Negotiation	(3)	2800356	Communication Campaign Management	(3)
2800361	Computer Graphic for Communication Work	(3)	2800357	Communication Research Design and Data Analysis	(3)
2800371	Advanced Reporting	(3)	2800451	Seminar in Communication and Current Social Issues	(3)
5500343	Professional English Writing for Communication Arts	(2)	5500344	Presentation	(3)
xxxxxxx	Free Electives	(3)			
	Total	19		Total	18
4th year			4th year		
First Semester			Second Semester		
2602241	Introduction to Information Technology and Information Systems	(3)	2800454	Seminar in Communication and Ethical and Legal Issues	(3)
2800450	Crisis and Conflict Management	(3)	2800463	Selected Topics in Communication Management	(3)
2800462	Computer Applications in Communication Work	(2)	2800482	Target Audience Analysis	(3)
2800472	Advanced Reporting and Editing In English	(3)	2800484	Management of Image, Identity and Reputation	(3)
2800480	Communication Planning, and Evaluation	(3)	2800498	Communication Management Professional Internship	(1)
	Total	14		Total	13

* Course offers in first and second semester

Study Plan (ID 494 xxxxx 28)

1st year		1st year	
First Semester		Second Semester	
2400104	Politics and Government of Thailand (3)	2204180	Civilization (3)
2800101	Introduction to Communication (3)	2800210	Art Appreciation for communication (2)
2800105	Introduction to Computer (3)	2804201	Principles and Practices of Speech
2800209	Thai Culture (3)		Communication* (3)
2804201	Principles and Practices of Speech (3)	2900151	Foundation of Economics (3)
	Communication *	3803301	Introduction to Social Psychology (3)
5500243	English for Academic Purposes I (3)	5500244	English for Academic Purposes II (3)
		xxxxxxx	Free Electives (3)
Total	18 or 15	Total	20 or 17
2nd year		2nd year	
First Semester		Second Semester	
2207103	Philosophy and Logic (3)	0201151	Our Environment (3)
2308303	History of Science (3)	2712110	Music Appreciation (2)
2605311	Principle of Marketing (3)	2800204	Introduction to News Writing and
			Reporting (3)
2800205	Introduction to Mass Media (3)	2803201	Introduction to Advertising (3)
2803200	Introduction to Public Relations (3)	5500246	English Oral Communication (2)
5500245	English Writing for Communication Arts (3)	xxxxxxx	Free Electives (3)
Total	18	Total	16
3rd year		3rd year	
First Semester		Second Semester	
2800321	Consumer Behavior (3)	2800322	Marketing Communication (3)
			Management
2800353	Principles of Marketing Communications (2)	2800354	Organizational Communication (3)
			Behavior
2800355	Persuasion and Negotiation (3)	2800356	Communication Campaign (3)
			Management
2800361	Computer Graphic for Communication (3)	2800357	Communication Research Design (3)
	Work		and Data Analysis
2800371	Advanced Reporting (3)	2800451	Seminar in Communication and (3)
			Current Social Issues
5500343	Professional English Writing for Communication (2)	5500344	Presentation ** (3)
	Arts **		
Total	16	Total	18

4 th year		
First Semester		
2602241	Introduction to Information Technology and Information Systems	(3)
2800450	Crisis and Conflict Management	(3)
2800462	Computer Applications in Communication Work	(2)
2800472	Advanced Reporting and Editing In English	(3)
2800480	Communication Planning, and Evaluation	(3)
	Free Electives	(3)
	Total	14

4 th year		
Second Semester		
2800454	Seminar in Communication and Ethical and Legal Issues	(3)
2800463	Selected Topics in Communication Management	(3)
2800482	Target Audience Analysis	(3)
2800484	Management of Image, Identity and Reputation	(3)
2800498	Communication Management Professional Internship	(1)
	Total	13

* Course offers in first and second semester