



FACULTY OF COMMUNICATION ARTS
CHULALONGKORN UNIVERSITY

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BCM

**Bachelor of Arts
in Communication
Management**



Admission 02-218-2218



BCM Program 02-218-2216



ISCM CommArts Chula



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About Us

The International School of Communication Management (ISCM) is part of Chulalongkorn University's Faculty of Communication Arts, which was founded in 1965 as the Department of Mass Communications and Public Relations and later became a faculty in 1974. Overtime, the faculty has established an outstanding reputation in various communication areas.

In 2004, The Faculty launched a comprehensive four-year undergraduate program in Communication Management. This international program combines key elements of brand communications and management, shaping well-rounded, highly skilled graduates.

Degree

B.A. in Communication
Management
(International Program)

Duration

4-Year
Undergraduate Program
(Full-Time)

Why Choose BCM?

1

Up-to-date curriculum that reflects current trends in marketing communication and the digital-driven landscape.

2

Learn from top-tier professors and industry practitioners with real-world expertise.

3

Study trips that offer practical, real-world learning experiences.

4

Hands-on activities in class to build practical skills and apply theoretical knowledge.

5

Access to a strong academic and professional network.

6

Enhanced career opportunities with a solid foundation for success in various industries.

Program Philosophy

Thailand's growing prominence as a global economic player has created a strong demand for graduates with strong English skills and a global perspective. To meet this need, Faculty of Communication Arts, Chulalongkorn University has launched the bachelor of arts in communication management program (BCM).

This program equips students with the knowledge, skills, and ethical principles necessary to succeed in today's complex and rapidly changing international communication landscape. As Thailand's oldest and most prestigious university, Chulalongkorn is committed to providing a world-class education that prepares students for leadership roles in the global communication industry.

Program Objectives

To produce graduates who are

- 1 Knowledgeable in the subjects taught, have good conscience and are able to communicate in English well.
- 2 Highly skilled in managing mass communication and other communication-related matters and have a good understanding of information policy, both at national and international levels.

Academic Calendar

First Sem. (Fall)
Aug - Dec

Second Sem. (Spring)
Jan - May

(Optional)
Summer Sem.
Jun - Jul

Tuition Fees

Total Fee / Sem. = 91,000 ฿ (This rate is for Thai students only)

Future Careers

- Communications Executive
- PR & Marketing Coordinator
- Digital Content Creator
- Digital Media Executive
- Content & Social Media Executive
- Media Entrepreneur
- Marcomm Executive
- Brand Executive

FAQs

What is BCM about?

This program focuses on marketing communications, content creation, and management skills. Students will learn about branding, advertising, PR, digital content, and the creative aspects of both brands and businesses. The program emphasizes how to strategically manage and communicate a brand's message across various platforms.

How it different from Thai Programs?

The Thai program offers 7 specialized majors which focuses on a specific field. In contrast, the International Program offers a single major—Communication Management—which provides a well-rounded education in communication management, with a particular emphasis on branding, marketing, and business across various contexts.

Is an exchange opportunity available?

Yes, students can participate in an exchange program in the 3rd year with over 50 partner universities across the U.S., Europe, and Asia.

Is an internship available?

Yes, the internship program is a part of the curriculum and is available for 3rd-year students, during summer.

Program Structure

Free Elective Courses
6 Credits

General Education
(GenEd) Courses
30 Credits

Foreign Language = 6
Science-Math
Social Sciences
Humanities
Interdisciplinary } 18
Special GenEd = 6

129
Credits

Major Courses
63 Credits

Required = 36
Elective = 27

Foundation Courses
30 Credits

Admissions

Early Admission
Nov - Dec

Admission
Feb - Mar

Step 1 English score must meet the minimum requirement (not calculated)

TOEFL (iBT)
≥ 79

OR

IELTS
≥ 6.5

OR

CU-TEP
≥ 90

Step 2 English+Math scores must meet the minimum requirement

SAT

English ≥ 500
Total ≥ 1,200

OR

CU-AAT

English ≥ 500
Total ≥ 1,200

Step 3 Interview

Selection Criteria

English Score (Step 2)

55%

Math Score

35%

Interview

10%

from a single test session of either SAT or CU-AAT

📄 For further details, please visit our website (QR Code on the back)

⚠️ The details are subject to change each year

Discover More



BCM Curriculum



Early Admission



Admission

ISCM International School of
Communication Management

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