



**Knowledge with Virtue**

**2021**

**Degree Plan**

**Bachelor of Communication Arts**

**Communication Strategy and Ideation**

**Student's Name .....**

**Student's ID No. ....**

## **STUDENT'S MANUAL**

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## Where to Go for Help

- |  |  |
|--|--|
| ▪ Study Problems                         | - Chairperson<br>- Lecturers   |
| ▪ GPA Lower than 1.75                    | - Chairperson  |
| ▪ Changing Free Elective Courses         | - The Dean of BU International<br>- Associate Dean                           |
| ▪ Course Contents and Names of Lecturers | - Chairperson  |
| ▪ Reserve Officer Training Corps (ROTC)  | - Center for Holistic Student Development                                    |
| ▪ University's Rules and Regulations     | - The Dean of BU International<br>- Chairperson<br>- One-Stop-Service Office |
| ▪ Library Services                       | - Surat Osathanugrah Library   |
| ▪ Financial Problems                     | - Center for Holistic Student Development                                    |
| ▪ Sickness & Medical Emergency           | - University's Infirmary   |
| ▪ Psychological Advice                   | - Center for Holistic Student Development                                    |
| ▪ Lost & Found Items                     | - Center for Holistic Student Development                                    |
| ▪ Recommendation Letter                  | - International Affairs Office   |
| ▪ Quarrel or Fight                       | - Chairperson<br>- Associate Deans   |
| ▪ Other Problems                         | - Chairperson<br>- Associate Deans   |

### **Locations of Helpers:**

- The Dean of BU International - Building C6, 5<sup>th</sup> Floor
- Associate Deans - Building C6, 5<sup>th</sup> Floor
- Chairperson - Building C6, 5<sup>th</sup> Floor
- International Center - Building C6, 1<sup>st</sup> Floor
- International Office - Building C6, 1<sup>st</sup> Floor
- BUI Faculty Office - Building C6, 5<sup>th</sup> Floor
- One-Stop-Service Office - Building A3, A6, 1<sup>st</sup> Floor

## Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

Letter Grade	Definition in English	Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit
CF	Credits from Formal Education
CS	Credits from Standardized Test
CE	Credits from Exam
CT	Credits from Trainings arranged by organizations other than institutions of higher education
CP	Credits from Portfolio

## How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

### 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

#### Example

##### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Introduction to Business	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Economics	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{51}{18} = 2.83$$

#### Example

##### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

Course Grade Points	Credits		Grade	
Asia and Global Community	3	A	4 X 3	= 12
Art of Life	<u>3</u>	C	2 X 3	= <u>6</u>
	<u>6</u>			<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

## 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$



### Example

Courses	2 <sup>nd</sup> Semester		Grade Points
	Credits	Grades	
Principles of Economics	3	A	4 X 3 = 12
College Writing	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{31.5}{12} = 2.63$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$

Note: Only 2 decimal points will be used without rounding off.

Course	Summer Semester		Grade Points
	Credits	Grade	
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$

### 3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

#### Example of GPA Calculation for One Failed Course

##### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{18} = 2.33$

##### 2<sup>nd</sup> Semester

Course	Credits	Grade	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	C	2 X 3 = 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3 = 9
	<u>18</u>		<u>46.5</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{46.5}{18} = 2.58$

Cumulative Grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(42 + 46.5)}{(18 + 18)} = \frac{88.5}{36} = 2.46$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

### Summer Semester

Course	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

18  
Grade point average of the summer term =  $\frac{18}{6} = 3.00$

(42 + 46.5 + 18)  
Cumulative grade point average =  $\frac{106.5}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

#### **Caution:**

Students are strongly encouraged to keep track of their GPAs attentively.

**Rules and Regulations for Undergraduate Studies  
2018 - 2021**



<http://degreeplan.bu.ac.th/>

## Plagiarism Policy

### Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

#### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

*“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”*

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

#### b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is educative rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

#### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

##### Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

**Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

**Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

## **Curriculum**

### **Communication Strategy and Ideation**



**Degree Plan**  
**Bangkok University International**  
**Communication Strategy and Ideation Major**

**Total Number of Credits**

General Education		30 credits
Professional Education		96 credits
Core Courses	33 credits	
Major Requirements	33 credits	
Major Electives	15 credits	
Minor Courses	15 credits	
Free Electives		6 credits
Total		132 credits

**Prerequisite**

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D;  
or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling any prerequisite requirements first will cause a registration cancellation.

## List of Courses for Bachelor of Communication Arts Program in Communication Strategy and Ideation

### 1. General Education: 30 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
<b>Language (9 Credits)</b>					
IEN 103	Critical Reading	3			
IEN 104	College Writing	3			
IEN 105	Communicative English	3			
<b>General Education (15 Credits)</b>					
IGE 001	Thinking Skills for Learning	3			
IGE 002	Citizenship and Social Dynamics	3			
IGE 003	Cultivating Entrepreneurial Mindset	3			
IGE 004	Technology and Innovative in the Future World	3			
IGE 005	Creative Leadership Skills	3			
<b>General Education Electives (6 Credits)</b>					
IGE 006	Asia and Global Community	3			
IGE 007	Art of Life	3			
IGE 008	Health and Wellness for Life	3			
Total			30	credits	

## 2. Professional Education: 90 credits

### 1. Core Courses: 30 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CAI 101	Communication: Theories and Practices	3			
CAI 102	Media Law and Ethics	3			
CAI 103	Art of Speaking	3			
CAI 104	Digital Photography	3			
CAI 105	Art of Storytelling	3			
CAI 106	Marketing Communications in Digital Age	3			
CAI 107	Data Analytics and Research Design for Insightful Communication	3			
CAI 108	Trends in Communication Technology	3			
CAI 109	Media and Entertainment Business	3			
CAI 111	Creative Design Workshop	3			
CAI 112	Channel Planning	3			
Total			33	credits	

### 2. Major Requirements: 33 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 100	Communication Strategy and Ideation	3			
CSI 200	Understanding International Media Industry	3			
CSI 201	Critical and Creative Thinking	3			
CSI 202	Digital Consumer for Marketing Communication	3			
CSI 203	Multi-platform Narrative	3			
CSI 204	Media Asset Management	3			
CSI 400	Integrated Marketing Communication Campaign	3			
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3			
CSI 402	Regional and International Media Issues	3			
CSI 403 or CSI 404	Degree Project or Communication Strategy and Ideation Internship	6			
Total			33	credits	

**3. Major Electives: 15 credits**

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 311	Creativity in Digital Communication	3			
CSI 312	Strategic Branding	3			
CSI 313	Brand Channels and Experiences	3			
CSI 314	Visual and Audio Communication in Marketing Communication Strategy	3			
CSI 315	Customer Relationship Management	3			
CSI 316	Event Planning Management	3			
CSI 317	Data Visualization	3			
CSI 321	Copywriting	3			
CSI 322	UX and UI Designs	3			
CSI 323	New Media Management for Marketing Communication	3			
CSI 324	International Communication Strategy	3			
CSI 325	Corporate Social Responsibility Campaign	3			
CSI 326	Marketing Communication by Online Influencer	3			
CSI 327	Media Literacy	3			
Total			15	credits	

**4. Minor Courses: 15 credits**

Students can choose from:

- 1) Approved minor courses from Bangkok University International or
- 2) Approved minor courses from other International Programs in Bangkok University

**Approved minor courses from other International Programs are as followed:**

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMI 202	Production Design and Visualization Workshop	3			
IMI 203	Digital Media Foundation Techniques	3			
IMI 331	Short-form and New Media Production	3			
IMI 332	Infotainment Production	3			
IMI 334	Documentary and News Production	3			
Total			15	credits	

**Approved minor courses in Communication Strategy and Ideation Program (for students in the different programs)**

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
CSI 201	Critical and Creative Thinking	3			
CSI 202	Digital Consumer for Marketing Communication	3			
CSI 203	Multi-platform Narrative	3			
CSI 311	Creativity in Digital Communication	3			
CSI 313	Brand Channels and Experiences	3			
Total			15	credits	

**4. Free Electives: 6 credits**

All other courses offered by Bangkok University International or from the following courses:

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Credits Earned</b>	<b>Grade</b>	<b>Prerequisite</b>
CSI 501	E-Sport Marketing for Marketing Communication	3			
CSI 502	Marketing Communication for Luxury Brand	3			
CSI 503	Marketing Communication for Health and Beauty Brand	3			
CSI 504	B2B Marketing and Communication	3			
CSI 505	Communicating for Sustainability	3			
CSI 506	Special Topics in Communication I	3			
CSI 507	Special Topics in Communication II	3			
CSI 508	Independent Study	3			
CSI 509	Study Trips: International	6			

## **Regular Track**

## **Regular Track**

### **Program of Study**

#### **Bangkok University International Communication Strategy and Ideation Major**

#### **First Year**

##### **First Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE 001	Thinking Skills for Learning	3	3	0	6
IGE 002	Citizenship and Social Dynamics	3	3	0	6
IGE 003	Cultivating Entrepreneurial Mindset	3	3	0	6
IEN 105	Communicative English	3	2	2	6
CAI 101	Communication: Theories and Practices	3	3	0	6
CAI 104	Digital Photography	3	2	2	6
		18	16	4	36

##### **Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE 004	Technology and Innovation in the Future World	3	3	0	6
IGE 006	Asia and the Global Community	3	3	0	6
IEN 103	Critical Reading	3	2	2	6
IEN 104	College Writing	3	2	2	6
CAI 105	Art of Storytelling	3	3	0	6
CAI 108	Trends in Communication Technology	3	3	0	6
CAI 109	Media and Entertainment Business	3	3	0	6
		21	19	4	42

## Regular Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 005	Creative Leadership Skills	3	3	0	6
IGE 007	Art of Life	3	3	0	6
IGE 008	Health and Wellness for Life				
Choose 1					
CAI 102	Media Law and Ethics	3	3	0	6
CAI 103	Art of Speaking	3	3	0	6
CAI 111	Creative Design Workshop	3	2	2	6
CSI 201	Critical and Creative Thinking	3	3	0	6
CSI 203	Multi-Platform Narrative	3	3	0	6
		21	20	2	42

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 106	Marketing Communications in Digital Age	3	3	0	6
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	0	6
CSI 100	Communication Strategy and Ideation	3	3	0	6
CSI 200	Understanding International Media Industry	3	3	0	6
CSI 202	Digital Consumer for Marketing Communication	3	3	0	6
.....	Minor I	3	2	2	5
		18	17	2	35



## Regular Track

### Third Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 311	Creativity in Digital Communication	3	3	0	6
CSI 312	Strategic Branding				
CSI 313	Brand Channels and Experiences				
CSI 314	Visual and Audio	3	3	0	6
CSI 315	Communication in Marketing				
CSI 316	Communication Strategy Customer Relationship Management Event Planning Management				
.....	Minor II	3	2	2	5
.....	Minor III	3	1	4	6
		15	12	6	29

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 321	Copywriting	3	3	0	6
CSI 322	UX and UI Designs				
CSI 323	New Media Management for Marketing Communication				
CSI 324	International Communication Strategy	3	3	0	6
CSI 325	Corporate Social Responsibility Campaign				
CSI 204	Media Asset Management	3	3	0	6
.....	Minor IV	3	1	4	6
.....	Free Elective I	3	3	0	6
		15	13	4	30

**Regular Track**

**Fourth Year**

**First Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
CAI 112	Channel Planning	3	3	0	6
CSI 400	Integrated Marketing Communication Campaign	3	3	0	6
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	0	6
.....	Minor V	3	1	4	6
.....	Free Elective II	3	3	0	6
		15	13	4	30

**Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
CSI 403	Degree Project	6	3	6	8
CSI 402	Regional and International Media Issues	3	3	0	6
		9	6	6	14

## **Internship Track**

## **Internship Track**

### **Program of Study**

#### **Bangkok University International Communication Strategy and Ideation Major**

#### **First Year**

##### **First Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE 001	Thinking Skills for Learning	3	3	0	6
IGE 002	Citizenship and Social Dynamics	3	3	0	6
IGE 003	Cultivating Entrepreneurial Mindset	3	3	0	6
IEN 105	Communicative English	3	2	2	6
CAI 101	Communication: Theories and Practices	3	3	0	6
CAI 104	Digital Photography	3	2	2	6
		18	16	4	36

##### **Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE 004	Technology and Innovation in the Future World	3	3	0	6
IGE 006	Asia and the Global Community	3	3	0	6
IEN 103	Critical Reading	3	2	2	6
IEN 104	College Writing	3	2	2	6
CAI 105	Art of Storytelling	3	3	0	6
CAI 108	Trends in Communication Technology	3	3	0	6
CAI 109	Media and Entertainment Business	3	3	0	6
		21	19	4	42

## Internship Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 005	Creative Leadership Skills	3	3	0	6
IGE 007	Art of Life	3	3	0	6
IGE 008	Health and Wellness for Life				
Choose 1					
CAI 102	Media Law and Ethics	3	3	0	6
CAI 103	Art of Speaking	3	3	0	6
CAI 111	Creative Design Workshop	3	2	2	6
CSI 201	Critical and Creative Thinking	3	3	0	6
CSI 203	Multi-Platform Narrative	3	3	0	6
		21	20	2	42

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 106	Marketing Communications in Digital Age	3	3	0	6
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	0	6
CSI 100	Communication Strategy and Ideation	3	3	0	6
CSI 200	Understanding International Media Industry	3	3	0	6
CSI 202	Digital Consumer for Marketing Communication	3	3	0	6
.....	Minor I	3	2	2	5
		18	17	2	35

## Internship Track

### Third Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 311	Creativity in Digital Communication	3	3	0	6
CSI 312	Strategic Branding				
CSI 313	Brand Channels and Experiences				
CSI 314	Visual and Audio	3	3	0	6
CSI 315	Communication in Marketing	3	3	0	6
CSI 316	Communication Strategy Customer				
	Relationship Management Event Planning Management				
.....	Minor II	3	2	2	5
.....	Minor III	3	1	4	6
		18	15	6	29

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 321	Copywriting	3	3	0	6
CSI 322	UX and UI Designs				
CSI 323	New Media Management for Marketing Communication				
CSI 324	International Communication Strategy	3	3	0	6
CSI 325	Corporate Social Responsibility Campaign				
CSI 204	Media Asset Management	3	3	0	6
.....	Minor IV	3	1	4	6
.....	Free Elective I	3	3	0	6
CSI 402	Regional and International Media Issues	3	3	0	6
		18	16	4	36

## Internship Track

### Fourth Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 112	Channel Planning	3	3	0	6
CSI 400	Integrated Marketing Communication Campaign	3	3	0	6
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	0	6
.....	Minor V	3	1	4	6
.....	Free Elective II	3	3	0	6
		15	13	4	30

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 404	Communication Strategy and Ideation Internship	6	0	40	6
		6	0	40	12

## Student's Academic Record

Year	Semester	GPA	CUM. GPA.	Remarks
1	First Semester			
	Second Semester			
	Summer Semester			
2	First Semester			
	Second Semester			
	Summer Semester			
3	First Semester			
	Second Semester			
	Summer Semester			
4	First Semester			
	Second Semester			
	Summer Semester			
5	First Semester			
	Second Semester			
	Summer Semester			
6	First Semester			
	Second Semester			
	Summer Semester			
7	First Semester			
	Second Semester			
	Summer Semester			
8	First Semester			
	Second Semester			
	Summer Semester			