



**Knowledge with Virtue**

**2023**

**Degree Plan**

**Bachelor of Communication Arts**

**Communication Strategy and Ideation**

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

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

## **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>English Language Courses (9 Credits)</b>					
IEN 106	The Art of Writing	3			
IEN 107	Critical Reading and Writing	3			
IEN 108	Persuasive Presentation	3			
<b>Requirement Courses (21 Credits)</b>					
IGE 101	Thinking Skills for Lifelong Learning	3			
IGE 102	Citizenship and Social Transformation	3			
IGE 103	Technology and Innovation	3			
IGE 104	Aesthetics and Well-being for Life	3			
IGE 105	Global Alliance and Emerging Issues	3			
IGE 106	Financial Literacy and Sustainable Development	3			
IGE 107	Entrepreneurial Spirit and Leadership Skills	3			
Total			30	credits	

## 2. Professional Education: 96 credits

### 1. Core Courses: 33 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 104
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			4th year students only and passed at least 99

					accumulative credits
CSI 403* CSI 404	Degree Project* or Communication Strategy and Ideation Internship	6			* 4th year student only and passed at least 27 credits of major required courses
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

**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			IMI203
IMI 332	Infotainment Production	3			IMI203
IMI 334	Documentary and News Production	3			IMI203
Total			15	credits	

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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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:

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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 101	Thinking Skills for Lifelong Learning	3	3	-0	-6
IGE 102	Citizenship and Social Transformation	3	3	-0	-6
IGE 103	Technology and Innovation	3	3	-0	-6
IEN 108	Persuasive Presentation	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 104	Aesthetics and Well-being for Life	3	3	-0	-6
IGE 106	Financial Literacy and Sustainable Development	3	3	-0	-6
IEN 107	Critical Reading and Writing	3	2	-2	-6
IEN 106	The Art of 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 105	Global Alliance and Emerging Issues	3	3	-0	-6
IGE 107	Entrepreneurial Spirit and Leadership Skills	3	3	-0	-6
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	-6
		18	17	-2	-36

## Regular Track

### Third Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
CSI 311	Creativity in Digital Communication				
CSI 312	Strategic Branding	3	2	-2	-6
CSI 313	Brand Channels and Experiences	3	3	-0	-6
CSI 314	Visual and Audio Communication in Marketing Communication Strategy	3	3	-0	-6
CSI 315	Customer Relationship Management				
CSI 316	Event Planning Management				
	Minor II	3	3	-0	-6
	Minor III	3	3	-0	-6
		15	12	-6	-30

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
CSI 321	Copywriting	3			
CSI 322	UX and UI Designs	3			
CSI 323	New Media Management for Marketing Communication	3	3	-0	-6
CSI 324	International Communication Strategy	3	2	-2	-6
CSI 325	Corporate Social Responsibility Campaign	3			
CSI 204	Media Asset Management	3	3	-0	-6
	Minor IV	3	1	-4	-6
	Free Elective I	3	3	-0	-6
		15	12	-6	-30

## Regular 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 or CSI 403	Communication Strategy and Ideation Internship Degree Project	6	0 3	-40 -6	-6 -8
CSI 402	Regional and International Media Issues	3	3	-0	-6
		9	3 6	-40 or -6	-12 -14

## **Cooperative Education Track**

## Cooperative Education Track

### Program of Study Bangkok University International Communication Strategy and Ideation Major

#### First Year

##### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IGE 101	Thinking Skills for Lifelong Learning	3	3	-0	-6
IGE 102	Citizenship and Social Transformation	3	3	-0	-6
IGE 103	Technology and Innovation	3	3	-0	-6
IEN 108	Persuasive Presentation	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

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IGE 104	Aesthetics and Well-being for Life	3	3	-0	-6
IGE 106	Financial Literacy and Sustainable Development	3	3	-0	-6
IEN 107	Critical Reading and Writing	3	2	-2	-6
IEN 105	The Art of 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
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## Cooperative Education Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IGE 105	Global Alliance and Emerging Issues	3	3	-0	-6
IGE 107	Entrepreneurial Spirit and Leadership Skills	3	3	-0	-6
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	-6
		18	17	-2	-36



## Cooperative Education Track

### Third Year

#### First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
CSI 311	Creativity in Digital Communication				
CSI 312	Strategic Branding	3	2	-2	-6
CSI 313	Brand Channels and Experiences	3	3	-0	-6
CSI 314	Visual and Audio Communication in Marketing Communication Strategy	3	3	-0	-6
CSI 315	Customer Relationship Management				
CSI 316	Event Planning Management				
	Minor II	3	3	-0	-6
	Minor III	3	3	-0	-6
		15	12	-6	-30

#### Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
CSI 321	Copywriting				
CSI 322	UX and UI Designs				
CSI 323	New Media Management for Marketing Communication	3	3	0	-6
CSI 324	International Communication Strategy	3	3	2	-2
CSI 325	Corporate Social Responsibility Campaign				
CSI 204	Media Asset Management	3	3	3	-0
	Minor IV	3	3	1	-4
	Free Elective I	3	3	3	-0
CSI 402	Regional and International Media Issues	3	3	-0	-6
		18			

## Cooperative Education 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 or CSI 403	Communication Strategy and Ideation Internship	6	0	-40	-6
	Degree Project		3	-6	-8
		6	0 3	-40 -6	-6 -8

## 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			