



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
English Language Courses (9 Credits)					
IEN 106	The Art of Writing	3			
IEN 107	Critical Reading and Writing	3			
IEN 108	Persuasive Presentation	3			
Requirement Courses (21 Credits)					
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

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Communication Strategy and Ideation
 Academic Year 2023

First Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 101	Communication: Theories and Practices	3	3		
CAI 104	Digital Photography	3	3		
IEN108	Persuasive Presentation	3	3		
IGE101	Thinking Skills for Lifelong Learning	3	3		
IGE102	Citizenship and Social Transformation	3	3		
IGE103	Technology and Innovation	3	3		
		18	18	0	0

First Year	Second Semester				
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing	3	3	3	3
IEN107	Critical Reading and Writing	3	3	3	3
IGE104	Aesthetics and Well-being for Life	3	3	3	3
IGE106	Financial Literacy and Sustainable Development	3	3	3	3
CAI 101	Communication: Theories and Practices			3	3
CAI 105	Art of Storytelling	3	3	3	3
CAI 108	Trends in Communication Technology	3	3	3	3
CAI 109	Media and Entertainment Business	3	3		
		21	21	21	21

First Year	Summer Session				
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE101	Thinking Skills for Lifelong Learning			3	3
IGE102	Citizenship and Social Transformation			3	3
IGE103	Technology and Innovation			3	3
		0	0	9	9

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Second Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE105	Global Alliance and Emerging Issues	3	3	3	3
IGE107	Entrepreneurial Spirit and Leadership Skills	3	3	3	3
CAI 102	Media Law and Ethics	3	3	3	3
CAI 103	Art of Speaking	3	3	3	3
CAI 104	Digital Photography			3	3
CAI 111	Creative Design Workshop	3	3		
CSI 201	Critical and Creative Thinking	3	3	3	3
CSI 203	Multi-platform Narrative	3	3	3	3
		21	21	21	21

Second Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 106	Marketing Communications in Digital Age	3	3	3	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	3	3
CAI 109	Media and Entertainment Business			3	3
CSI 100	Communication Strategy and Ideation	3	3	3	3
CSI 200	Understanding International Media Industry	3	3	3	3
CSI 202	Digital Consumer for Marketing Communication	3	3	3	3
IMI203	Digital Media Foundation Techniques (Minor I)	3	3	3	3
		18	18	21	21

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Third Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI 311	Creativity in Digital Communication (Major Elective)	3	3	3	3
CSI313	Brand Channels and Experiences (Major Elective)	3	3	3	3
CSI 316	Event Planning Management (Major Elective)	3	3	3	3
IMI202	Production Design and Visualization Workshop (Minor II)	3	3	3	3
IMI332	Infotainment Production (Minor III)	3	3	3	3
CAI 111	Creative Design Workshop			3	3
IEN108	Persuasive Presentation			3	3
		15	15	21	21

Third Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI324	International Communication Strategy (Major Elective)	3	3	3	3
CSI 325	Corporate Social Responsibility Campaign (Major Elective)	3	3	3	3
CSI 204	Media Asset Management	3	3	3	3
IMI331	Short-form and New Media Production (Minor IV)	3	3	3	3
CSI506	Special Topics in Communication I (Free Elective I)	3	3	3	3
		15	15	15	15

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Fourth Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 112	Channel Planning	3	3	3	3
CSI 400	Integrated Marketing Communication Campaign	3	3	3	3
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	3	3
IMI334	Documentary and News Production (Minor V)	3	3	3	3
	Free Elective II	3	3	3	3
CSI 402	Regional and International Media Issues	3	3	3	3
		18	18	18	18

Fourth Year Second Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI 404 Or CSI 403	Communication Strategy and Ideation Internship or Degree Project	6	6	6	6
		6	6	6	6

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			