



BUI

**BANGKOK UNIVERSITY
INTERNATIONAL**

Knowledge with Virtue

2024

Degree Plan

Bachelor of Communication Arts

Communication Strategy and Ideation

Student's Name

Student's ID No.

Curriculum

Communication Strategy and Ideation

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Degree Plan
Bangkok University International
Communication Strategy and Ideation Major

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)					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
Requirement Courses (21 Credits)					
IGE101	Thinking Skills for Lifelong Learning	3			
IGE102	Citizenship and Social Transformation	3			
IGE103	Technology and Innovation	3			
IGE104	Aesthetics and Well-being for Life	3			
IGE105	Global Alliance and Emerging Issues	3			
IGE106	Financial Literacy and Sustainable Development	3			
IGE107	Entrepreneurial Spirit and Leadership Skills	3			
Total			30	credits	

2. Professional Education: 96 credits

2.1 Core Courses: 33 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CAI101	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	

2.2 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	

2.3 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	

2.4 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	

3. 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			

Program of Study
 Bangkok University International
 Communication Strategy and Ideation Major

First Year

First Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
IGE101	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 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

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

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				
CSI 317	Data Visualization				
	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 326	Influencer Marketing Communication				
CSI 327	Media Literacy				
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

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
CSI 402	Regional and International Media Issues	3	3	-0	-6
	Minor V	3	1	-4	-6
	Free Elective II	3	3	-0	-6
		18	16	-4	-36

Second Semester

Course Number	Course Title	Credits	Lect.	-Lab.	-Intern.
CSI 404	Communication Strategy and Ideation Internship	6	0	-40	-6
or CSI 403	Degree Project		3	-6	-8
		6	3	-40	-6
				or -6	or -8

Course Description

Communication Strategy and Ideation

1. General Education 30 credits

IEN106	The Art of Writing	3 (2 – 2 – 6)
	Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing	
IEN107	Critical Reading and Writing	3 (2 – 2 – 6)
	Critiquing any reading materials: identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation	
IEN108	Persuasive Presentation	3 (2 – 2 – 6)
	Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.	
IGE 101	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
	A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.	
IGE 102	Citizenship and Social Transformation	3 (3 – 0 – 6)
	A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.	

- IGE 103 Technology and Innovation 3 (3 – 0 – 6)
- A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.
- IGE 104 Aesthetics and Well-being for Life 3 (3 – 0 – 6)
- Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.
- IGE 105 Global Alliance and Emerging Issues 3 (3 – 0 – 6)
- A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.
- IGE 106 Financial Literacy and Sustainable Development 3 (3 – 0 – 6)
- A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.
- IGE 107 Entrepreneurial Spirit and Leadership Skills 3 (3 – 0 – 6)
- A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.

CAI 105 Art of Storytelling 3 (3 – 0 – 6)

This course examines various forms of storytelling in contemporary media through both verbal and non-verbal communications. Students will be investigating the key element and the anatomy of the good story along with visual storytelling and the dramatic quality. Students learn the techniques of how to develop listening and seeing skills and how imagination, and personal experiences can be utilized to create a unique and effective communication.

CAI 106 Marketing Communications in Digital Age 3 (3 – 0 – 6)

This course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

CAI 107 Data Analytics and Research Design for Insightful
Communication 3 (3 – 0 – 6)

This course aims to bring together the theoretical and practical elements of research, data analysis, and audience insights. This course places an emphasis on applying various research methodologies, both quantitative and qualitative as part of a process for content creation in Marketing Communication.

CAI 108 Trends in Communication Technology 3 (3 – 0 – 6)

This course aims to keep students up to date on the current and the future trends of communication technology in digital age. Students will learn the background of new communication and information technology, and explore the way how technologies influence our everyday lives these days. Emphasis is on the rapid growth of smart devices and broadcasting technology, new media, convergent media as well as 360 video, and virtual reality (VR) technology.

CSI 200	Understanding International Media Industry	3 (3 – 0 – 6)
	<p>This course aims to introduce the evolution of national and international media industry, focusing on the principles of function, structure and the influence of mass media in digital age. Also, it provides the understanding of strategic communication and style of presentation, reflecting the lifestyle and thoughts of each country's citizens.</p>	
CSI 201	Critical and Creative Thinking	3 (3 – 0 – 6)
	<p>This course provides students basic concepts and process of critical and creative thinking, starting from their own imagination to real work, and give them opportunities to producing creative works by using several techniques.</p>	
CSI 202	Digital Consumer for Marketing Communication	3 (3 – 0 – 6)
	<p>This course studies marketing communication concepts plan for consumer decision in the digital era, relationship management between brand and consumers by appropriate traditional, and digital marketing communication tools.</p>	
CSI 203	Multi-platform Narrative	3 (3 – 0 – 6)
	<p>This course studies the main concept of storytelling and writing techniques as well as nature of media platforms, aiming to equip students with a storytelling and communication skills to narrate the story effectively and creatively.</p>	
CSI 204	Media Asset Management	3 (3 – 0 – 6)
	<p>This course provides students with concepts to maximize their media asset values. Main topics to study relating budget planning, production cost calculation, financial management, depreciation, media cost, business report and media asset management.</p>	
CSI 400	Integrated Marketing Communication Campaign	3 (3 – 0 – 6)
	<p>Integrated Marketing Communication Campaign is a course based on theories and practice on planning and developing marketing communication campaign with mixed media use. This course focuses on marketing communication campaign in all media mixes; traditional media, new media, social media, and other media. Students will practice mixed media marketing campaign practices through in -class marketing communication projects administered.</p>	

CSI 401 Entrepreneurship, Funding and Producing in Media Business 3 (3 – 0 – 6)

This course combines both professional knowledge in media and entrepreneurship. Students will be able to develop skill set necessary to compete in the most competitive business today—the media and entertainment business. Emphasis is on management skills: business planning, researching the market, customers' analysis, setting up collaboration, fundraising, selling of ideas, products and services, and the production of media business.

CSI 402 Regional and International Media Issues 3 (3 – 0 – 6)

Prerequisite: 4th year students only and passed at least 99 accumulative credits

This course aims to analysis of regional and international Media issues, relating the effect of development and social changes. The tendency of regional and international broadcasting is discussed as case studies.

CSI 403 Degree Project 6 (3 – 6 – 8)

Prerequisite: 4th year a student only and passed at least 27 credits of major required courses

Students will design a graduation project, and execute it at a level that meets the required standard. The graduation project must be in topics related to innovative media production with objectives to meet the demands of media industry nationally and globally. Students will need an approval from the faculty committee on their chosen topics. Following a successful accomplishment of their projects, student will submit a thesis that critically discusses their projects and contribute to knowledge in the field of media.

CSI 404 Communication Strategy and Ideation Internship 6 (0 – 40 – 6)

This course provides students with the opportunity to apply theories and skills developed in the major through producing a real-to-life communication project, and to develop students' readiness and various capabilities for their future career such as job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as entrepreneurship skills, recommended practices at work and workplace safety.

2.3 Major Electives 15 credits

CSI 311 Creativity in Digital Communication 3 (3 – 0 – 6)

This course provides students the concept of creativity and variety of case studies in order to show them how to integrate the ideas and information to develop the effective digital communication strategies. They will be able to target the right audiences, implement objectives and initiate communication strategy creatively on the basis of morality and ethics.

CSI 312 Strategic Branding 3 (3 – 0 – 6)

This course introduces students to the theories and techniques used in integrated branding communication in various settings. Students will examine how to build brands and how to do brand positioning, as well as rebranding and refreshing brands. Students will also explore how to use a communication plan to accomplish the goals of branding activities.

CSI 313 Brand Channels and Experiences 3 (3 – 0 – 6)

This class explores emerging concepts in neuromarketing and psychological principles in marketing communication. It explores brain mechanisms that affect the interpretation and processing of marketing communication information and seeks to understand the five sensory systems; sight, taste, smell, touch, and the role of emotions that affect a customer's response to events or to marketing communication stimuli. Applied learning experiences focus on case study analysis about sensational marketing communication.

CSI 314 Visual Communication in Marketing Communication Strategy 3 (2 – 2 – 5)

This course focuses on learning the importance of visual communication and creates the appropriate marketing communication with the creation of visual content, learning color theory, photography and the use of creative compositions to integrate diverse platforms to stimulate awareness and communication with consumers quickly and easily especially building a positive relationship with the brand.

CSI 323 New Media Management for Marketing Communication 3 (3 – 0 – 6)

The course covers concepts, definitions, and the importance of new media and knowledge of online marketing communication and management into applied areas. Work includes areas search engine optimization, real time marketing, and concept of digital customer touch points, including message design in marketing communication.

CSI 324 International Communication Strategy 3 (3 – 0 – 6)

This course introduces the concept and strategy of marketing communications in an international level, and encourage students to learn and understand target audiences with different backgrounds and from different countries in order to develop the communication strategy that fit those targets. Also the course equips students with evaluation and analytical skills to improve their communication strategy.

CSI 325 Corporate Social Responsibility Campaign 3 (3 – 0 – 6)

This course requires partnership from an academic partner to provide marketing communication brief projects for students to practice. Corporate social responsibility campaign is a campaign planning course focuses on planning skills, thinking skills, critical skills, and analytical skills oriented to social changes. Students will be provided with project based on different KPIs which will depends on the case we are received by integrated with marketing communication channels both traditional media and social media networking.

CSI 326 Marketing Communication by Online Influencer 3 (3 – 0 – 6)

This course aims to introduce students to fundamental principles of influencer marketing communication. Students will learn various types of influencers and how they are different from traditional key opinion leaders (KOLs). Moreover, students will study how to build brands and connect to consumers for better brand engagement through proper use of influencers and strategize data-driven communication plans.

CSI 327 Media Literacy 3 (3 – 0 – 6)

This course aims to teach students to become media literate in all media platforms. This includes the skills of interpreting, analyzing, and evaluating information. Students will also learn signs of bias in media and the effects of media platforms and their roles on the society.

2.4 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:

IMI 202 Production Design and Visualization Workshop 3 (2 - 2 - 5)

This course aims to present the fundamental of production designing both aesthetically and technically. The course gives students a chance to go through every aspect of production, such as conceptual design, interpretation and adaptation, art direction, set design, lighting design and so forth.

IMI 203 Digital Media Foundation Techniques 3 (2 - 2 - 5)

This course is designed to introduce students to the fundamental theories, practices and techniques of digital media production. Students are expected to learn to use latest digital tools in order to keep up with today's fast changing technology in media production. The course emphasizes on all types and forms of production equipments, which will enable students to choose appropriate and effective presentation techniques in accordance with different social and cultural contexts.

IMI 331 Short-form and New Media Production 3 (1 - 4 - 6)

Prerequisite: Passed IMI 203

This course aims to study and practice in both broadcast and new media short-form formats, e.g., spot, public service announcement, music video, corporate video, viral clip, teaser, and filler. The course emphasizes idea formulation, synthesis, scripting, and creative style of presentation which are in line with sponsors satisfaction and station expectation.

IMI 332 Infotainment Production 3 (1- 4 - 6)

Prerequisite: Passed IMI 203

This course aims at exposing students to a wide variety of infotainment TV programs, e.g, variety show, magazine-on-TV, docudrama, reality show, game show, and quiz show. Students are assigned to develop infotainment program concept, pitch and present a proposal, write the script, devise a production timeline, and produce infotainment shows.

- CSI 507 Special Topics in Communication II 3 (3 – 0 – 6)
The course examines a communication topic of interest to both students and faculty. The topic will vary from semester to semester.
- CSI 508 Independent Study 3 (3 – 0 – 6)
This is a course of individualized study under faculty supervision. The completion of a project is required.
- CSI 509 Study Trips: International 6 (0 – 40 – 0)
A focus on experiential learning; concentration on a particular location in regards to cultural and historical aspects; exposure to cultural differences in communication and to learn trends in that locale.