



BUI

**BANGKOK UNIVERSITY
INTERNATIONAL**

Knowledge with Virtue

2025

Degree Plan

Bachelor of Communication Arts

Media and Communication

Student's Name

Student's ID No.

Curriculum

Media and Communication

Degree Plan
Bangkok University International
Media and Communication Major

Total Number of Credits

| | | |
|------------------------|------------|-------------|
| General Education | | 24 credits |
| Professional Education | | 102 credits |
| Core Courses | 30 credits | |
| Major Requirements | 57 credits | |
| Major Electives | 15 credits | |
| Free Electives | | 6 credits |
| Total | | 132 credits |

List of Courses for Bachelor of Communication Arts Program in Media and Communication

1. General Education: 24 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 (15 Credits) | | | | | |
| IGE011 | Thinking Skills for Lifelong Learning | 3 | | | |
| IGE012 | Citizenship in Society and International Community | 3 | | | |
| IGE013 | Technology and Innovation for the Future | 3 | | | |
| IGE014 | Aesthetics and Well-being for Life | 3 | | | |
| IGE015 | Entrepreneurial Spirit and Financial Literacy | 3 | | | |
| Total | | | 24 | credits | |

2. Professional Education: 102 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 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 | | | 30 | credits | |

2. Major Requirements: 57 credits

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|---------|--------------------------|---------|----------------|-------|--------------|
| IMC 211 | Consumer Behavior | 3 | | | |
| IMC 212 | Sustainability in Action | 3 | | | |
| IMC 213 | Multi-platform Narrative | 3 | | | |

| | | | | | |
|--------------------------|---|---|----|---------|--|
| IMC 221 | Introduction to Advertising | 3 | | | |
| IMC 222 | Introduction to Public Relations and Event Business | 3 | | | |
| IMC 223 | Art Appreciation for Media and Communication | 3 | | | |
| IMC 224 | Corporate Branding | 3 | | | |
| IMC 311 | Humanity and Consumer Research Design | 3 | | | |
| IMC 312 | Media Literacy and Media Asset Management | 3 | | | |
| IMC 313 | Marketing Technology | 3 | | | |
| IMC 321 | Quantitative Data Analysis | 3 | | | |
| IMC 322 | Data Visualization | 3 | | | |
| IMC 323 | Customer Relationship Management | 3 | | | |
| IMC 411 | Campaign Planning | 3 | | | |
| IMC 412 | Crisis Management | 3 | | | |
| IMC 413 | Seminar in Media and Communication | 3 | | | |
| IMC 414 | Media Optimization and Performance Marketing | 3 | | | |
| IMC 421 OR IMC 422 | Campaign-in-Action Internship OR Degree Project | 6 | | | |
| Total | | | 57 | credits | |

3. Major Electives: 15 credits

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|---------|---|---------|----------------|---------|--------------|
| ADI 351 | Creativity & Copywriting | 3 | | | |
| ADI 352 | E-Commerce | 3 | | | |
| ADI 353 | Principle of Account Management | 3 | | | |
| ADI 354 | TikTok Marketing | 3 | | | |
| ADI 355 | Art Direction in Advertising | 3 | | | |
| ADI 356 | Marketing Communication for Luxury Brand | 3 | | | |
| ADI 357 | Special Topics in Advertising | 3 | | | |
| ADI 358 | Independent Study in Advertising | 3 | | | |
| PRI 351 | Digital Public Relations Strategy | 3 | | | |
| PRI 352 | Event Experience Design and Management | 3 | | | |
| PRI 353 | Event Workshop | 3 | | | |
| PRI 354 | Corporate Event | 3 | | | |
| PRI 355 | Public Relations Writing & Content Creation | 3 | | | |
| PRI 356 | Art, Concert, and Music Festival | 3 | | | |
| PRI 357 | Special Topics in Public Relations and Event | 3 | | | |
| PRI 358 | Independent Study in Public Relations and Event | 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 |
|---------|---|---------|----------------|-------|--------------|
| IMC 501 | Study Trips: International | 6 | | | |
| IMC 502 | E-Sport Marketing for Marketing Communication | 3 | | | |
| IMC 503 | Marketing Communication for Health and Beauty Brand | 3 | | | |

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Media and Communication
 (International Program)

First Year

First 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 | | | |
| IGE011 | Thinking Skills for Lifelong Learning | 3 | | | |
| IGE012 | Citizenship in Society and International Community | 3 | | | |
| CAI101 | Communication: Theories and Practices | 3 | | | |
| CAI104 | Digital Photography | 3 | | | |
| | | 15 | | | |

Second Semester

| Course Number | Course Title | Credits | | | |
|---------------|---|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| IEN107 | Critical Reading and Writing | 3 | | 3 | |
| IGE014 | Aesthetics and Well-being for Life | 3 | | 3 | |
| IGE015 | Entrepreneurial Spirit and Financial Literacy | 3 | | 3 | |
| CAI105 | Art of Storytelling | 3 | | 3 | |
| CAI108 | Trends in Communication Technology | 3 | | 3 | |
| CAI109 | Media and Entertainment Business | 3 | | 3 | |
| CAI101 | Communication: Theories and Practices | | | 3 | |
| | | 18 | | 21 | |

Summer Session

| 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 | |
| IGE011 | Thinking Skills for Lifelong Learning | | | 3 | |
| IGE012 | Citizenship in Society and International Community | | | 3 | |
| | | | | 9 | |

Program of Study
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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 |
| IGE013 | Technology and Innovation for the Future | 3 | | 3 | |
| CAI102 | Media Law and Ethics | 3 | | 3 | |
| CAI103 | Art of Speaking | 3 | | 3 | |
| CAI111 | Creative Design Workshop | 3 | | 3 | |
| IMC211 | Consumer Behavior | 3 | | 3 | |
| IMC212 | Sustainability in Action | 3 | | 3 | |
| IMC213 | Multi-platform Narrative | 3 | | 3 | |
| | | 21 | | 21 | |

Second Semester

| Course Number | Course Title | Credits | | | |
|---------------|---|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| IEN108 | Persuasive Presentation | 3 | | 3 | |
| CAI106 | Marketing Communications in Digital Age | 3 | | 3 | |
| IMC221 | Introduction to Advertising | 3 | | 3 | |
| IMC222 | Introduction to Public Relations and Event Business | 3 | | 3 | |
| IMC223 | Art Appreciation for Media and Communication | 3 | | 3 | |
| IMC224 | Corporate Branding | 3 | | 3 | |
| CAI104 | Digital Photography | | | 3 | |
| | Free elective I | 3 | | | |
| | | 21 | | 21 | |

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Media and Communication
 (International Program)

Third Year

First Semester

| Course Number | Course Title | Credits | | | |
|---------------|---|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| CAI112 | Channel Planning | 3 | | 3 | |
| IMC311 | Humanity and Consumer Research Design | 3 | | 3 | |
| IMC312 | Media Literacy and Media Asset Management | 3 | | 3 | |
| IMC313 | Marketing Technology | 3 | | 3 | |
| | Major elective I | 3 | | 3 | |
| | Major elective II | 3 | | 3 | |
| | Free elective I | | | 3 | |
| | | 18 | | 21 | |

Second Semester

| Course Number | Course Title | Credits | | | |
|---------------|----------------------------------|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| IMC321 | Quantitative Data Analytics | 3 | | 3 | |
| IMC322 | Data Visualization | 3 | | 3 | |
| IMC323 | Customer Relationship Management | 3 | | 3 | |
| | Major elective III | 3 | | 3 | |
| | Major elective IV | 3 | | 3 | |
| | Major elective V | 3 | | 3 | |
| | | 18 | | 18 | |

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Media and Communication
 (International Program)

Fourth Year

First Semester

| Course Number | Course Title | Credits | | | |
|---------------|--|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| IMC411 | Campaign Planning | 3 | | 3 | |
| IMC412 | Crisis Management | 3 | | 3 | |
| IMC413 | Seminar in Media and Communication | 3 | | 3 | |
| IMC414 | Media Optimization and Performance Marketing | 3 | | 3 | |
| | Free elective II | 3 | | 3 | |
| | | 15 | | 15 | |

Second Semester

| Course Number | Course Title | Credits | | | |
|------------------------|--|---------------|-----------------------------|----------------|-----------------------------|
| | | August Intake | | January Intake | |
| | | Regular Track | Cooperative Education Track | Regular Track | Cooperative Education Track |
| IMC421 Or IMC422 | Campaign-in-Action Internship or Degree Project | 6 | | 6 | |
| | | 6 | | 6 | |

Course Description

Media and Communication Major

1. General Education 24 credits

English Language Courses (9 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

Requirement Courses (15 Credits)

IGE011 Thinking Skills for Lifelong Learning 3 (3 – 0 – 6)
Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning

IGE012 Citizenship in Society and International Community 3 (3 – 0 – 6)
Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures

affects the media. The focus will be on the legal rights, licensing of intellectual property, regulatory limitations, and the major ethical issues arising from the different types of media

CAI103 Art of Speaking 3 (3 - 0 - 6)

Principles and different forms of public speaking, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Practice to deliver well-organized speeches in various occasions. Speeches in public settings, persuasive speech, practicing speaking, listening, and interpersonal communication skills

CAI104 Digital Photography 3 (2 - 2 - 6)

Basic principles and application of digital photography, camera operation skills, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact

CAI105 Art of Storytelling 3 (3 - 0 - 6)

Various forms of storytelling in contemporary media, storytelling through verbal and non-verbal communication, the key element and the anatomy of the good story, storytelling techniques for effectively communicating meaning and feelings, the use of imagination and experiences in creating stories including listening skills, identifying issues, selecting topics, analyzing, and creatively summarizing topics.

CAI106 Marketing Communications in Digital Age 3 (3 - 0 - 6)

A marketing foundation, important marketing concepts and principles especially in the digital age, digital marketing communication, how to apply marketing communication strategies and tactics for target audience in the digital world. Learning from failure of the campaigns in the past, analyze current marketing and communication trends, conduct strategic plans, and adapt these strategies to the digital markets.

CAI108 Trends in Communication Technology 3 (3 - 0 - 6)

Format and the current and future trends of communication technology in the digital age. Innovation of various kinds of the rapid growth of smart devices, broadcasting technology that focus on high definition, Internet system, new media, convergent media as

well as 360 video, and virtual reality (VR) technology. Application of these communication technologies for media-related tasks of any kind

CAI109 Media and Entertainment Business 3 (3 - 0 - 6)

Features and characteristics of various kinds of media both online and offline that are relevant to entertainment and creative businesses including advertisement, public relations, and event management, etc. The utilization of theories and concept of marketing, marketing communication, situation analysis, media and target group analysis, contextual analysis, strategic planning, assessing cost and value and managing entertainment business.

CAI111 Creative Design Workshop 3 (2 - 2 - 6)

Fundamental perspective of graphics creation through the use of software programs employed by digital media and interactive-media companies. Difference between vector and raster graphic, color theory, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum for creativity and foundation knowledge of creating elements for digital media production.

CAI112 Channel Planning 3 (3 - 0 - 6)

Concepts, theories, tools and alternative platforms of communication, and channel planning both online and offline. Principle of market situation analysis, new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

Major Requirements 57 credits

IMC211 Consumer Behavior 3 (3 - 0 - 6)

Concepts, attitudes, and digital consumers' purchasing behaviors, factors affecting consumers' purchase decisions. Digital marketing principles affect consumer behaviors, and digital consumers' concepts are applied to communication plans that align with marketing concepts to communicate with the target consumers.

IMC212 Sustainability in Action 3 (3 - 0 - 6)

Principles, concepts, and theories of sustainability development, including population, global change, ecosystems and climate change, and environmental policies.

Sustainability applications for communicating and developing marketing communication plans that promote the long-term welfare of all people.

IMC213 Multi-platform Narrative 3 (3 - 0 - 6)

The main concept of storytelling and writing techniques, as well as the nature of media platforms, storytelling, and communication skills to narrate the story effectively and creatively.

IMC221 Introduction to Advertising 3 (3 - 0 - 6)

Advertising principles, the meaning, importance, forms, characteristics of integrated advertising, and creative planning process. Important concepts for creating attractive advertisements with ethical practice, advertising measurement, and relevant theories through real-world case studies.

IMC222 Introduction to Public Relations and Event Business 3 (3 - 0 - 6)

Public Relations and Event principles, the meaning, importance, values, and roles of Public Relations and Events for driving the business, including the use of public relations strategies and approaches to develop communication plans and events through hands-on practices.

IMC223 Art Appreciation for Media and Communication 3 (3 - 0 - 6)

Various art styles and movements in different eras—from the past to the present day. Emphasis is placed upon examining notable artists' approaches and their influences on design, lifestyle, fashion, products, and contemporary culture, as well as being able to create contemporary media that convey meaning and stories based on current issues and social trends.

IMC224 Corporate Branding 3 (3 - 0 - 6)

The importance of corporate branding, types and importance of organizational communication, theories and principles of organizational communication both internally and externally, roles and effects of communication management in private and public sectors. Application of theories to criticize communicational situations in organizations and develop people-centric communication strategy plan for organizations.

understanding of consumer behavior, insights, analysis, and tools to maximize the impact of their media campaign plan.

IMC322 Data Visualization 3 (3 - 0 - 6)

Tools for data visualization, skills to analyze the data and visualize them to present their business data that are easy to understand. These visual data include charts, plots, graphs, maps, dashboards, and infographics. Skills to generate reports for future marketing decision-making.

IMC323 Customer Relationship Management 3 (3 - 0 - 6)

Principles, strategies, and technologies used to build and maintain strong customer relationships. Factors affecting customer loyalty, customer relationship strategies to enhance business profitability and drive sustainable growth. How to handle inquiries, complaints, and support requests. Effective communication channels and methods to develop strategies for acquisition, retention, and loyalty.

IMC411 Campaign Planning 3 (3 - 0 - 6)

Theories and principles of integrated campaign planning, practice on planning and developing marketing communication campaigns in all media mixes: traditional media, new media, social media, and other media. Media campaign practices through in-class marketing communication projects administered.

IMC412 Crisis Management 3 (3 - 0 - 6)

Fundamental principles and strategies of crisis management, the role of communication in crisis and issues development and intervention, strategies and tactics needed in handling and managing issues, and crisis situations through the use of case studies and current events, strategies to develop plans for crisis situations.

IMC413 Seminar in Media and Communication 3 (3 - 0 - 6)

In depth exploration of contemporary media and communication issues and strategies. Interactive discussions, research, and practical applications, comprehensive understanding of the rapidly evolving field of communication, critical thinking, creativity, and

ADI352 E-Commerce 3 (3 - 0 - 6)

E-commerce principles, e-commerce platforms and technologies, e-commerce marketing strategies that drive sales and brand engagement, digital content for e-commerce, the interplay between e-commerce and marketing communication in the digital age, measuring the effectiveness of e-commerce marketing campaigns, analysis of real-world e-commerce marketing case studies, successful e-commerce marketing strategies and best practices

ADI353 Principle of Account Management 3 (3 - 0 - 6)

Principle of client management strategies, client management tools, how to maintain company's relationships with clients, client satisfaction management, and measurement with hands-on practice for problem-solving and communication skills.

ADI354 TikTok Marketing 3 (3 - 0 - 6)

The role of TikTok in the digital marketing landscape, TikTok's user demographics and user behavior, TikTok's interface and its features, content creation strategy, and the role of influencers on TikTok. TikTok's advertising options and formats, TikTok data analytics to measure campaign performance, user-generated content strategy, analysis of successful TikTok marketing campaigns across industries, utilization of creative tools such as filters, effects, and music to create engaging and sharable content for TikTok, development of a content strategy to achieve brand's purposes.

ADI355 Art Direction in Advertising 3 (2 - 2 - 6)

Art composition, illustration design, typography, theory of color, light and shadow, resolution, composition, scene design, and artistic principles to create tasteful advertising through various media.

ADI356 Marketing Communication for Luxury Brand 3 (3 - 0 - 6)

Key marketing and communication strategies for international high-end' consumers in the luxury fashion and design industries. How companies determine the best marketing strategies for luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of 'aspirational desire' necessary to successfully market to consumers of luxury.

ADI357 Special Topics in Advertising 3 (3 - 0 - 6)
An advertising topic of interest to both students and faculty. The topic will vary from semester to semester.

ADI358 Independent Study in Advertising 3 (3 - 0 - 6)
Individualized study in advertising under faculty supervision. The completion of a project is required.

PR and Event

PRI351 Digital Public Relations Strategy 3 (3 - 0 - 6)
Proactive and reactive public relations strategies, emphasizing on situation analysis, stakeholder needs analysis, concepts and new media landscape for public relations, evaluation procedures and achievement in corporate and marketing public relations, among others, through analytical thinking and management skills development from case studies.

PRI352 Event Experience Design and Management 3 (3 - 0 - 6)
Concepts of experience design for event production considering both space and time to create and design the event corresponding to several requirements and audience experiences. The creation of event activities, venue selection, and design. Audience engagement with a product or service embedded in the event will be discussed. How to make a sketch, find references, and design a mood board for presenting ideas for effective event management.

PRI353 Event Workshop 3 (2 - 2 - 6)
Principles and fundamental equipment usage for event production, hands-on event experiences from unique designing and producing materials for the event such as stage and backdrop, lighting and sound systems, multimedia, special effects, other event ambient, and live streaming through online platforms

PRI354 Corporate Event 3 (2 - 2 - 6)

Types, steps of event operation and techniques for event production for organizations - both government and private sectors. Knowledge assets about public relations, relationship management, new product launching and promotion, and brand awareness. Application of knowledge about event planning, information search, budget control of event production to achieve goals Stakeholders' relationship management, marketing data and customer journey analysis, risk management, as well as event evaluation.

PRI355 Public Relations Writing & Content Creation 3 (3 - 0 - 6)

Guidelines, procedures, and various writing tactics for public relations. Students will learn how to craft writing pieces aimed to inform, build image, clarify facts, correct misunderstanding, serve marketing promotion, and advocate for good causes, and how to develop and pitch story angles to various media.

PRI356 Art, Concert, and Music Festival 3 (2 - 2 - 6)

Types, importance, style, process, differences, and concepts of art, concert and music festival operations both front-of-house and back-of-house to understand the overview and get hands-on experiences such as researching consumer behaviors, selling tickets, fundraising and finding sponsorships, creating a plan and main theme, finding venues, designing a stage and structure, producing light and sound, lining up a performing sequence, and managing relationships with artists. Skill sets related to public relations, utility and risk management.

PRI357 Special Topics in Public Relations and Event 3 (3 - 0 - 6)

A Public Relations and Event topic of interest to both students and faculty. The topic will vary from semester to semester.

PRI358 Independent Study in Public Relations and Event 3 (3 - 0 - 6)

Individualized study in Public Relations and Event under faculty supervision. The completion of a project is required.

