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Innovative Media Production

Academic Year 2026

(June, 2026 - May, 2027)

Curriculum
Bachelor of Communication Arts Program in Innovative Media Production
(International Program)

Degree Plan		
English Foundation Courses		Non Credit
1. General Education		24 credits
Language	9 credits	
Required	15 credits	
2. Professional Education		96 credits
Core Courses	30 credits	
Major Requirements	51 credits	
Major Electives	15 credits	
3. Free Electives		6 credits
Total		<u>126 credits</u>

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 of “F”
- b. A student has enrolled in that course and obtained at least a grade (“W” is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course Without fulfilling prerequisite requirement first will cause a registration cancellation.

2. Professional Education (96 Credits)

2.1 Core Courses: 30 Credits

Code	Course	Credits	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 110	Digital Content Creation	3		-
CAI 111	Creative Design Workshop	3		Passed CAI104
CAI 112	Channel Planning	3		-
CAI 114	Data Analysis and Social Listening	3		
Total		30	Credits	

2.2 Major Requirements: 51 Credits

Regular Track

Code	Course	Credits	Grade	Prerequisite
IMI 011	Media Landscape and Business Innovation	3		-
IMI 012	Digital Media Foundation	3		-
IMI 013	Digital Influencer	3		-
IMI 021	Acting and Character Development	3		-
IMI 022	Production Design	3		-
IMI 023	Audio Production	3		-
IMI 024	Scriptwriting and Multiplatform Narratives	3		-
IMI 025	Live Streaming Production	3		-
IMI 026	Digital Cinematography	3		-
IMI 027	Directing	3		-
IMI 028	Editing	3		-
IMI 031	Innovative Media Production I	3		-
IMI 032	Innovative Media Production II	3		Passed IMI031
IMI 033	Short-form and New Media Production	3		-
IMI 041	Preparation for Degree Project	3		-
IMI 043	Degree Project	6		Passed IMI041
Total		51	Credits	

Co-operative Education Track

Code	Course	Credits	Grade	Prerequisite
IMI 011	Media Landscape and Business Innovation	3		-
IMI 012	Digital Media Foundation	3		-
IMI 013	Digital Influencer	3		-
IMI 021	Acting and Character Development	3		-
IMI 022	Production Design	3		-
IMI 023	Audio Production	3		-
IMI 024	Scriptwriting and Multiplatform Narratives	3		-
IMI 025	Live Streaming Production	3		-
IMI026	Digital Cinematography	3		-
IMI027	Directing	3		-
IMI028	Editing	3		-
IMI031	Innovative Media Production I	3		-
IMI032	Innovative Media Production II	3		Passed IMI031
IMI033	Short-form and New Media Production	3		-
IMI 042	Pre-Cooperative Education	3		-
IMI 044	Cooperative Education in Innovative Media Production	6		Passed IMI042
Total		51	Credits	

2.3 Major Electives: 15 Credits

Choose 15 credits

Code	Course	Credits	Grade	Prerequisite
IMI 301	Virtual Production	3		-
IMI 302	AI Production	3		-
IMI 303	Podcast Production	3		-
IMI 304	Live Presentation and Announcing Skills	3		-
IMI 305	Motion Graphic Design	3		
IMI 306	Color Grading and Visual Effect	3		
IMI 404	Field Production	3		
IMI 405	Affiliate Content Creation	3		
IMI 406	Media Entrepreneur and Monetization Strategy	3		
IMI 407	International Innovative Media Issues	3		
Total		15	Credits	

3. Free Electives: 6 Credits

Students are required to take free elective courses offered at Bangkok University International totaling no fewer than 6 credits, or select courses from the following list:

Code	Course	Credits	Grade	Prerequisite
IMI 500	Independent Study	3		-
IMI 501	Follower Acquisition and Engagement	3		-
IMI 502	Mobile Filmmaking	3		-
IMI 503	Lighting Design	3		-
IMI 504	Voice Acting	3		-
IMI 505	Music in Temporary Media	3		-
IMI 506	Music Video Production	3		-
IMI 507	Documentary and News Production	3		-
IMI 508	Content Creation for Social Development	3		-
IMI 509	Gender and Popular Culture	3		-
IMI 510	Youth and Fandom Culture	3		
Total		6	Credits	

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

First Year

First Semester

Academic Year 2026

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		
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE012	Citizenship in Society and International Community	3	3		
CAI101	Communication: Theories and Practices	3	3		
CAI104	Digital Photography	3	3		
CAI110	Digital Content Creation	3	3		
CAI111	Creative Design Workshop	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
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	3	3
IMI011	Media Landscape and Business Innovation	3	3	3	3
IMI012	Digital Media Foundation	3	3	3	3
IMI013	Digital Influencer	3	3	3	3
CAI101	Communication: Theories and Practices			3	3
CAI104	Digital Photography			3	3
CAI111	Creative Design Workshop			3	3
		21	21	21	21

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning			3	3
IGE012	Citizenship in Society and International Community			3	3
IGE013	Technology and Innovation for the Future			3	3
				9	9

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Innovative Media Production (International
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Second Year

First Semester

Academic Year 2027

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	3	3
CAI103	Art of Speaking	3	3	3	3
IMI021	Acting and Character Development	3	3	3	3
IMI022	Production Design	3	3	3	3
IMI024	Scriptwriting and Multiplatform Narratives	3	3	3	3
IMI026	Digital Cinematography	3	3	3	3
CAI110	Digital Content Creation			3	3
		21	21	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	3	3
CAI106	Marketing Communications in Digital Age	3	3	3	3
IMI023	Audio Production	3	3	3	3
IMI025	Live Streaming Production	3	3	3	3
IMI027	Directing	3	3	3	3
IMI028	Editing	3	3	3	3
IEN107	Critical Reading and Writing			3	3
		18	18	21	21

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

Third Year

First Semester
 2028

Academic Year

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI112	Channel Planning	3	3	3	3
CAI114	Data Analysis and Social Listening	3	3	3	3
IMI031	Innovative Media Production I	3	3	3	3
IMI301 or IMI302	Virtual Production or AI Production	3	3	3	3
IMI305 or IMI306	Motion Graphic Design or Color Grading and Visual Effect	3	3	3	3
IEN106	The Art of Writing			3	3
		15	15	18	18

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI032	Innovative Media Production II	3	3	3	3
IMI033	Short-form and New Media Production	3	3	3	3
IMI303 or IMI304	Podcast Production or Live Presentation and Announcing Skills	3	3	3	3
XXXXXX	Free Elective I	3	3	3	3
IGE014	Aesthetics and Well-being for Life			3	3
IGE015	Entrepreneurial Spirit and Financial Literacy			3	3
		12	12	18	18

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

Fourth Year

First Semester

Academic Year 2029

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI041	Preparation for Degree Project	3		3	
IMI042	Pre-Cooperative Education		3		3
IMI404 or IMI405	Field Production or Affiliate Content Creation	3	3	3	3
IMI406 or IMI407	Media Entrepreneur and Monetization Strategy or International Innovative Media Issues	3	3	3	3
XXXXXX	Free Elective II	3	3	3	3
		12	12	12	12

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI043	Degree Project	6		6	
IMI044	Cooperative Education in Innovative Media Production		6		6
		6	6	6	6

Course Description

Innovative Media Production

1. General Education (24 credits)

IEN 106	The Art of Writing	3 (2 – 2 – 6)
	Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing	
IEN 107	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	
IEN 108	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	
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.	
IGE013	Technology and Innovation for the Future	3 (3 – 0 – 6)
	Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.	

IGE014 Aesthetics and Well-being for Life 3 (3 – 0 – 6)
How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

IGE015 Entrepreneurial Spirit and Financial Literacy 3 (3 – 0 – 6)
The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

2. Professional Education (96 Credits)

2.1 Core Courses: 30 Credits

CAI 101 Communication : Theories and Practices 3 (3 – 0 – 6)
Communication theories, key concepts, and the design of effective communication both for business and societies. Apply and evaluate communicational situations, theories of human communication, mass communication, and new media and technology.

CAI 102 Media Law and Ethics 3 (3 – 0 – 6)
Review the fundamental principles of media law and ethics to explore the interplay of law (the rights and freedoms) and ethics (professional responsibilities) and how it 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.

CAI 103 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.

CAI 104	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.	
CAI 105	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.	
CAI 106	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.	
CAI 110	Digital Content Creation	3 (3 – 0 – 6)
	The creation of content and messages through digital media platforms, implementing storytelling, presentation techniques, and creativity to produce original content that achieves its goals and resonates with the audience.	
CAI 111	Creative Design Workshop	3 (2 – 2 – 6)
	Prerequisite: Passed CAI 104	
	Fundamental perceptive 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.	

IMI021	Acting and Character Development	3 (2 – 2 – 6)
	Theory and practicing performance skills, including voice training and correct pronunciation according to linguistic rules. The practice also involves using body language, movement, and personality development, as well as creating a personal that suits different media platforms and diverse content types, such as news programs, variety shows, and talk shows.	
IMI022	Production Design	3 (2 – 2 – 6)
	Training in the pre-production process, including set design, preparing props, graphics work, and other related elements. This also covers planning the shooting schedule and considering the conditions and limitations of the production.	
IMI023	Audio Production	3 (2 – 2 – 6)
	Creating and applying sound, music, and other audio elements in multimedia or audio-specific programs. Practice includes recording sound in a laboratory setting and editing audio using computer software. Design and produce sound and music works that meet specified objectives, align with target audiences, and are appropriate for social and cultural contexts.	
IMI024	Scriptwriting and Multiplatform Narratives	3 (3 – 0 – 6)
	Key principles, techniques, and structures of scriptwriting in various formats, such as scripts for short films, television programs, and online content. This also includes studying the characteristics of different media platforms to design content and scripts that are suitable for each specific medium.	
IMI025	Live Streaming Production	3 (1 – 4 – 6)
	The process of live streaming production for online platforms, including production skills for various types of live programs, from basic to professional levels. This covers pre-production preparation, scene setup, lighting, color, graphics, and sound suitable for live broadcasting, virtual studio operation, as well as switching and editing for live broadcasts.	

IMI026	Digital Cinematography	3 (2 – 2 – 6)
Theories and practices of cinematography using digital cameras and various types of filming equipment, including basic lighting techniques and image composition. Hands-on training focuses on creating multimedia productions that are visually appealing, narratively effective, and creatively driven.		
IMI027	Directing	3 (2 – 2 – 6)
The art of directing for creative media production, enhancing leadership and creative decision-making skills. Study the key responsibilities and techniques involved in bringing a script to life and learn how to develop a directorial vision, work with actors and production crews, coordinate with production elements, and oversee the post-production process.		
IMI028	Editing	3 (2 – 2 – 6)
Aesthetics and principles of editing. Editing techniques and sequencing images to effectively communicate meaning. Workflow processes, file management, and the use of equipment and computer-based editing software.		
IMI031	Innovative Media Production I	3 (1 – 4 – 6)
Introductory innovative media production project, a practical course that enables students to work with cutting-edge production tools and studio proficiently. Students will be able to propose and produce their own innovative media projects with unique content, developing them to completion while applying skills in creative thinking, problem-solving, and teamwork.		
IMI032	Innovative Media Production II	3 (1 – 4 – 6)
Prerequisite: Passed IMI031		
Advanced innovative media production project, a practical course that enables students to work with cutting-edge production tools and studio more proficiently. Students will be prepared not only to create their own work but also to produce complex and diverse innovative media projects including collaborating with professionals and working on projects provided by external organizations.		

IMI033 Short-form and New Media Production 3 (1 – 4 – 6)

Short-form media production, such as short films, commercials, music videos, corporate documentaries, public service announcement spots, viral videos, and program trailer on various media platforms. The process of ideation, concept development, and data synthesis to deliver work that meets specified objectives, aligns with the needs of sponsors or clients, and resonates with target audiences.

Regular Track

IMI041 Preparation for Degree Project 3 (1 – 4 – 6)

Preparation for the degree project, presenting a comprehensive and well-rounded multimedia production plan before actual production. This includes presenting the concept, production process, preparation of equipment, defining the production schedule, and showcasing examples of the work. The project advisor will evaluate the readiness before proceeding to the next stage of the degree project course.

IMI043 Degree Project 6 (3 – 6 – 8)

Prerequisite: Passed IMI041

Design a graduation project and execute it at a level that meets the required standard. The graduation project is related to multimedia work and/or creative work with the objective to meet the demands of the media industry nationally and globally. A proposal to get approval from the faculty committee on their chosen topics. Project critical discussion following the successful accomplishment of their projects in the field of media.

Co-operative Education Track

Students who choose the cooperative education study plan are required to take the following courses in place of IMI041 and IMI043.

IMI042 Pre-Cooperative Education 3 (3 – 0 – 6)

This course features concept of cooperative education and prepares students for work by enhancing essential skills such as preparing documents for job application, choosing establishments, interview techniques, communication skill development including cross- generation communication, communicating in English, cross- cultural communication. Also, this course focuses on creative teamwork skills in different enterprise cultures, psychology of working with others, emotion development techniques, adjusting to

changes, entrepreneurial spirit, report writing and presentation techniques, etiquette in workplace as well as moral and professional ethics.

IMI044 Cooperative Education in Innovative Media Production 6 (0 – 40 – 6)

Prerequisite: Passed IMI042

Application of theories and skills developed in the major through producing a real-life communication project, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as recommended practices at work and workplace safety.

2.3 Major Electives: 15 credits

Choose 15 credits

IMI301 Virtual Production 3 (1 – 4 – 6)

Virtual media production technologies using computer programs and other related production equipment, as well as creating virtual environments with various techniques such as setting up virtual sets, image compositing, and motion capture to produce creative and immersive media content.

IMI302 AI Production 3 (2 – 2 – 6)

The use of Artificial Intelligence in media production. Exploring AI-driven tools and techniques for automating content creation, enhancing storytelling, personalizing content and optimizing production workflows.

IMI303 Podcast Production 3 (2 – 2 – 6)

Introduction to the fundamentals of podcast production, focusing on the concept of creating audio-based content. The course covers the process of producing high-quality audio content, including scripting, recording, editing, and publishing, as well as integrating storytelling, sound design, and the technical skills required to produce professional podcasts for various platforms.

IMI304 Live Presentation and Announcing Skills 3 (2 – 2 – 6)

Theory and practice of presenting and announcing in various live formats, including news, special events, and live streaming. Develop professional skills for live presentations, communication techniques, voice control, audience engagement, and delivering live content with confidence.

IMI305	Motion Graphic Design	3 (2 – 2 – 6)
	The art, techniques and principles of motion graphic design. Learn how to create visually dynamic and engaging graphics.	
IMI306	Color Grading and Visual Effect	3 (2 – 2 – 6)
	The color theory and color correction softwares. The advance computer-generated skills include 3D visualization, motion control and tracking, film and lighting effects.	
IMI404	Field Production	3 (2 – 2 – 6)
	Creating media content outside the studio. Planning, filming, sound recording, and working with on-location. Facing possible production challenges, such as lighting, sound management, and unpredictable environments, while maintaining high production standards to deliver quality content in the field.	
IMI405	Affiliate Content Creation	3 (2 – 2 – 6)
	To create engaging and monetizable affiliate content for various digital platforms. Integrating presentation techniques, storytelling, and content creation with marketing strategies to build relationships with consumers and achieve business goals.	
IMI406	Media Entrepreneur and Monetization Strategy	3 (3 – 0 – 6)
	Opportunities for developing media businesses in various formats, including offline, online, and new media. Develop skills and potential to become a media or entertainment business executive or entrepreneur. Learn about market opportunities, business design and planning, fundraising, and analyzing target audiences, including both recipients and sponsors.	
IMI407	International Innovative Media Issues	3 (3 – 0 – 6)
	Critiquing, analyzing, and synthesizing trends in international innovative media, along with the potential impacts of modern technologies, new media, and the production of new content formats. Students will learn how to apply this information to their own work.	

3. Free Electives: 6 credits

Students are required to take free elective courses offered at Bangkok University International totaling no fewer than 6 credits, or select courses from the following list:

IMI500	Independent Study	3 (3 – 0 – 6)
	Conducting in- depth study or research on a topic, issue, or problem in communication studies that the student has a particular interest in. The working report is carried out under the guidance of an academic advisor.	

- IMI501 Follower Acquisition and Engagement 3 (3 – 0 – 6)
- The importance and role of followers in online media, strategies for increasing followers, and techniques for building strong relationships with current followers through various online channels. Audience analysis and approaches to create content that fosters engagement and builds long-term relationships between the sender and the audience.
- IMI502 Mobile Filmmaking 3 (2 – 2 – 6)
- Fundamentals of filmmaking, including cinematography, editing, and sound recording using mobile phones or smartphones. The use of applications and online tools on mobile devices for media production work. The advantages and limitations of small-scale filmmaking and how to produce high-quality content despite equipment restrictions.
- IMI503 Lighting Design 3 (2 – 2 – 6)
- Lighting design for media production both in the studio and on-location setups. Studying lighting equipment, color temperature, and lighting techniques, as well as the placement of lights and related equipment in various formats to create atmosphere and enhance storytelling through visuals in films, television programs, theater productions, and events.
- IMI504 Voice Acting 3 (2 – 2 – 6)
- Techniques for using voice and pronunciation for performance, as well as using voice in various media or program formats, such as news announcing, event narration, interviews, hosting, and voiceover.
- IMI505 Music in Temporary Media 3 (3 – 0 – 6)
- Trends and the role of music in contemporary media. Characteristics and forms of different types of music. The selection of music for various communication contexts, such as radio broadcasting, films, video presentation, documentary, and online media content.
- IMI506 Music Video Production 3 (1 – 4 – 6)
- The process of music video production, including the development of video concepts based on the song's theme, with a focus on ensuring that the visuals align with or enhance the song's content. The course also covers coordinating with the artist to understand their needs and limitations.
- IMI507 Documentary and News Production 3 (1 – 4 – 6)
- Documentary production and news programming, including learning how to develop topics, write scripts, film, conduct interviews, and use modern technology for news reporting. The process covers various types of news reporting such as political news, social

news, economic news, entertainment news, and sports news. It also includes the study of news program production in different formats, such as news programs, news analysis programs, discussion programs, interview programs, and special reports.

IMI508 Content Creation for Social Development 3 (3 – 0 – 6)
Creating online content aimed at fostering awareness, inspiring action, and/or driving behavior change to support development, address challenges, and promote social innovation at the community, national, and international levels.

IMI509 Gender and Popular Culture 3 (3 – 0 – 6)
History and evolution of gender representation in various media platforms, such as films, dramas, and songs. An exploration of freedom of expression, ethics, and responsibility, as well as the relationship between gender portrayal and society.

IMI510 Youth and Fandom Culture 3 (3 – 0 – 6)
History and development of youth and fandom culture across different regions and media platforms. The dynamics of fan communities, their influence on media production, and the interplay between fandom, identity, and social trends, with a focus on ethics and cultural impact.