

This is your 2021 Curriculum Structure & Guide for:

Bachelor of Communication Arts in Advertising and Digital Marketing Communication (Bilingual Program)

Curriculum Structure: 160 credits total

1. General Education Courses (40 Credits)

General Education courses serve as a foundation for your major and helps you develop a well-rounded body of knowledge and skills. You must choose 10 subjects in the following categories.

1.1 Humanities – Please choose 2 subjects (8 credits) from the following list of courses

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
ART 101	Art Appreciation	<input type="checkbox"/>	HIS 106	Introduction to World Civilization	<input type="checkbox"/>
ART 102	Film Appreciation	<input type="checkbox"/>	LIT 300	Fiction into Film	<input type="checkbox"/>
ATH 101	Introduction to Cultural Anthropology	<input type="checkbox"/>	LIT 310	International Short Stories (Pre: ENG102)	<input type="checkbox"/>
ATH 102	Mythology and Folklore	<input type="checkbox"/>	LIT 311	Stories of Asia (Pre: ENG102)	<input type="checkbox"/>
ECO 101	Sufficiency Economy	<input type="checkbox"/>	MUS 101	Music of World Cultures	<input type="checkbox"/>
LIB 155	Creative Writing (Pre: ENG102)	<input type="checkbox"/>	PHI 101	Introduction to Western Philosophy	<input type="checkbox"/>
LIB 215	Popular Fiction	<input type="checkbox"/>	PHI 102	Introduction to Eastern Philosophy	<input type="checkbox"/>
LIB 223	Presentation Skills (Pre: ENG101)	<input type="checkbox"/>	PHI 103	Introduction to Comparative Philosophies	<input type="checkbox"/>
HIS 101	Thai History and Culture	<input type="checkbox"/>	POL 104	Issues in International Human Rights	<input type="checkbox"/>
HIS 103	Asia in a Global Perspective	<input type="checkbox"/>	SOC 104	Comparative World Religions	<input type="checkbox"/>
HIS 104	Foundation of Western Civilization	<input type="checkbox"/>	XXX 101	Foreign Language	<input type="checkbox"/>
HIS 105	Foundation of Eastern Civilization	<input type="checkbox"/>	XXX 102	Foreign Language	<input type="checkbox"/>

1.2 Social Sciences – Please choose 3 subjects (12 credits) from the following list of courses

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
GEO 101	World Geography	<input type="checkbox"/>	SOC 221	Bus. Cult. & Curr. Iss. in ASEAN	<input type="checkbox"/>
GEO 102	Cultural (Human) Geography	<input type="checkbox"/>	SOC 222	Bus. Cult. & Curr. Iss. in Western Europe	<input type="checkbox"/>
PSY 101	General Psychology	<input type="checkbox"/>	SOC 223	Bus. Cult. & Curr. Iss. in Latin America	<input type="checkbox"/>
PSY 102	Personality Development	<input type="checkbox"/>	SOC 224	Bus. Cult. & Curr. Iss. in Africa	<input type="checkbox"/>
PSY 201	Business Psychology	<input type="checkbox"/>	SOC 225	Bus. Cult. & Curr. Iss. in North America	<input type="checkbox"/>
PSY 202	Developmental Psychology	<input type="checkbox"/>	SOC 226	Bus. Cult. & Curr. Iss. in the Middle East	<input type="checkbox"/>
SOC 101	Introduction to Sociology	<input type="checkbox"/>	SOC 227	Bus. Cult. & Curr. Iss. in China	<input type="checkbox"/>
			SOC 228	Bus. Cult. & Curr. Iss. in Japan	<input type="checkbox"/>
			SOC 229	Bus. Cult. & Curr. Iss. in Eastern Europe	<input type="checkbox"/>

1.3 Languages – You must complete all 5 subjects (12 credits)

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
EAP 110	Academic Preparation English 1A (Non-Credit)	<input type="checkbox"/>	ENG 101	Introduction to Academic Writing (Pre: EAP 120)	<input type="checkbox"/>
EAP 120	Academic Preparation English 1B (Non-Credit) (Pre: EAP110)	<input type="checkbox"/>	ENG 102	Academic Writing (Pre: ENG101)	<input type="checkbox"/>
			ENG 103	College English III (Pre: ENG102)	<input type="checkbox"/>

1.4 Science & Mathematics – Please choose 2 subjects (8 credits) from the both lists below.

First List: Choose 1 subject (4 credits)			Second List: Choose 1 subject (4 credits)		
Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
MIS 103	Computer Applications	<input type="checkbox"/>	SCI 105	Environmental Science	<input type="checkbox"/>
MIS 105	Digital Graphic (Required for CMD students)	<input type="checkbox"/>	SCI 200	Modern Science and Technology	<input type="checkbox"/>

2. Professional Courses (100 Credits)

Professional courses serve as the main body of knowledge and skills of your degree and make up 25 subjects (100 credits) in total. In Advertising and Digital Marketing Communication, your basic core courses will help you develop the foundational skill sets, and your Major Requirements will generally involve more advanced topics relating to Advertising and Digital Marketing Communication.

2.1 Basic Core – You must complete the following 10 subjects (40 credits)

Course Code	Course Name	☑	Course Code	Course Name	☑
MAS 111	Communication Arts in the Digital Age	<input type="checkbox"/>	MAS 116	Graphic Design	<input type="checkbox"/>
MAS 112	Principle of Digital Photography	<input type="checkbox"/>	MAS 216	Persuasive Communication in the Digital Age	<input type="checkbox"/>
MAS 113	Public Speaking	<input type="checkbox"/>	MAS 217	Consumer Insights	<input type="checkbox"/>
MAS 114	Introduction to Advertising and Digital Marketing Communication	<input type="checkbox"/>	MAS 218	Creative Writing for Media	<input type="checkbox"/>
MAS 115	Introduction to Media and Entertainment Industries	<input type="checkbox"/>	MAS 219	Media Ethics	<input type="checkbox"/>

2.2 Major Requirements – You must complete the following 10 subjects (40 credits)

Course Code	Course Name	☑	Course Code	Course Name	☑
ADC 211	Copywriting and Visualization	<input type="checkbox"/>	ADC 311	Advertising and Marketing Communication Research	<input type="checkbox"/>
ADC 212	Drawing Storyboard and Script Writing	<input type="checkbox"/>	ADC 312	Integrated Marketing Communication (IMC)	<input type="checkbox"/>
ADC 213	Creative Production	<input type="checkbox"/>	ADC 313	Digital Insights	<input type="checkbox"/>
ADC 214	Brand Communication	<input type="checkbox"/>	ADC 314	Advertising Campaign	<input type="checkbox"/>
ADC 215	Creative Advertising Strategy and Digital Marketing	<input type="checkbox"/>	ADC 420	Senior Media Project and Portfolio	<input type="checkbox"/>

2.3 Major Electives – Please choose 5 subjects (20 credits) from the following list of courses.

Course Code	Course Name	☑	Course Code	Course Name	☑
ADC 315	Media Professional Presentations	<input type="checkbox"/>	ADC 415	Media Entrepreneurship	<input type="checkbox"/>
ADC 411	Social Media Management	<input type="checkbox"/>	ADC 416	Digital Photography for Advertising and Journalism (Pre: MAS112)	<input type="checkbox"/>
ADC 412	Digital Public Relations and Production	<input type="checkbox"/>	ADC 417	Global Marketing and Communications	<input type="checkbox"/>
ADC 413	Advertising Graphics and Production	<input type="checkbox"/>	ADC 418	International and Intercultural Strategic Communication	<input type="checkbox"/>
ADC 414	Crisis Communication	<input type="checkbox"/>	ADC 419	Editing for Media (1)	<input type="checkbox"/>

3. Free Electives (8 Credits)

Free electives allow you to study in an area of personal interest. You must complete **2 subjects** in this category and you may choose any subject you are eligible for offered at the university.

4. Internship ADC 499 (12 Credits)

Your Internship allows you to put into practice the knowledge and skills you acquired during your coursework and reflect on how well you can apply these skills. Your Internship is to be taken in your last term, after completing all your coursework and will provide you with your final 12 credits to graduate.