

**Timetable for Academic Year 2021**  
**Master of Communication Arts in Global Communication**  
**(MCA - GC)**  
**Bangkok University**

<b>Date</b>	<b>Time</b>	<b>Course</b>	<b>Instructor(s)</b>	<b>No. of Hours</b>	<b>Platform</b>	<b>Remark</b>
August 7	9.00 - 12.00	PL 121 Academic Reading and Writing in Communication & PL 122 Data Analysis and Interpretation	Dr. Nattawat Wongwilatnurak and Dr. Suwannamas Lekngam	3	Online via Zoom	Intro.to Graduate Study
	13.00 - 16.00	PL 121 Academic Reading and Writing in Communication & PL 122 Data Analysis and Interpretation	Dr. Nattawat Wongwilatnurak and Dr. Suwannamas Lekngam	3	Online via Zoom	Intro.to Graduate Study
August 14	9.00 - 12.00	PL 121 Academic Reading and Writing in Communication & PL 122 Data Analysis and Interpretation	Dr. Nattawat Wongwilatnurak and Dr. Suwannamas Lekngam	3	Online via Zoom	Intro.to Graduate Study
	13.00 - 16.00	PL 121 Academic Reading and Writing in Communication & PL 122 Data Analysis and Interpretation	Dr. Nattawat Wongwilatnurak and Dr. Suwannamas Lekngam	3	Online via Zoom	Intro.to Graduate Study
August 21	9.00 - 12.00	<b>Graduate School Orientation And MCA-GC Program Introduction</b>	Graduate School 1. Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3	Online via Zoom	
	13.00 - 15.00	Ice breaking session	2. Assoc. Prof. Dr Ratanasuda Punnahitanond 3. AJ Thiti Sitaklin	2	Online via Zoom	

**1<sup>st</sup> Semester**  
**August 28, 2021 – January 29, 2022**

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Aug.28	9.00 - 12.00	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	3	Online via Zoom	
	13.00 - 18.30	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	5.5	Online via Zoom	
Sept. 4	9.00 - 12.00	ICA 672: Communication Research	Assoc. Prof. Dr Ratanasuda Punnahitanond	3	Online via Zoom	
	13.00 - 18.30	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	5.5	Online via Zoom	
Sept.11	9.00 - 12.00	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	3	Online via Zoom	
	13.00 - 18.30	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	5.5	Online via Zoom	
Sept. 18	9.00 – 12.00	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	3	Online via Zoom	
	13.00 –18.30	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	5.5	Online via Zoom	
Sept. 25	9.00 – 12.00	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	3	Online via Zoom	
	13.00 –18.30	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	5.5	Online via Zoom	
Oct. 2	9.00 – 12.00	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	3	Online via Zoom	
	13.00 –18.30	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	5.5	Online via Zoom	
Oct. 9	9.00 - 12.00	ICA 676: Data Analytics and Consumer Insights	AJ. Surasri Pramuke and AJ Saranyapat Atikuntana	3	Online via Zoom	
	13.00 - 18.30	ICA 676: Data Analytics and Consumer Insights	AJ. Surasri Pramuke and AJ Saranyapat Atikuntana	5.5	Online via Zoom	
Oct.16	9.00 - 12.00	ICA 676: Data Analytics and Consumer Insights	AJ. Surasri Pramuke and AJ Saranyapat Atikuntana	3	Online via Zoom	
	13.00 - 18.30	ICA 676: Data Analytics and Consumer Insights	AJ. Surasri Pramuke and AJ Saranyapat Atikuntana	5.5	Online via Zoom	
Oct. 23	<b>Chulalongkorn Memorial Day (Holiday)</b>					

December 14, 2021

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Oct. 30	9.00 - 12.00	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	3	Online via Zoom	
	13.00 - 18.30	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	5.5	Online via Zoom	
Nov. 6	9.00 - 12.00	ICA 672: Communication Research	Assoc. Prof. Dr. Ratanasuda Punnahitanond	3	Online via Zoom	Submit <b>Chapter 1:</b> Introduction
	13.00 - 18.30	ICA 671: Global Communication Theories and Application	1.Assoc. Prof. Dr. Pacharaporn Kesaparakorn 2.Dr.Yaninee Petcharanan	5.5	Online via Zoom	
Nov. 13	9.00 - 12.00	ICA 677: Global Digital Media and Innovation Management	AJ Thanaporn Udomjarumane	3	Online via Zoom	
	13.00 - 18.30	ICA 677: Global Digital Media and Innovation Management	AJ Thanaporn Udomjarumane	5.5	Online via Zoom	
Nov. 20	9.00 - 12.00	ICA 677: Global Digital Media and Innovation Management	AJ Thanaporn Udomjarumane	3	Online via Zoom	
	13.00 - 18.30	ICA 677: Global Digital Media and Innovation Management	AJ Thanaporn Udomjarumane	5.5	Online via Zoom	
Nov. 27	9.00 - 12.00	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3	Online via Zoom	
	13.00 - 18.30	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5	Online via Zoom	
Dec.4	9.00 - 12.00	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3	Online via Zoom	Submit <b>Chapter 2:</b> Literature Review
	13.00 - 18.30	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5	Online via Zoom	
Dec. 11	9.00 - 12.00	ICA 675: Corporate Communication Policy	Dr. Somchat Visitchaichan	3	Online via Zoom	
	13.00 - 18.30	ICA 675: Corporate Communication Policy	Dr. Somchat Visitchaichan	5.5	Online via Zoom	
Dec.18	9.00 - 12.00	ICA 675: Corporate Communication Policy	Dr. Somchat Visitchaichan	3	Online via Zoom	
	13.00 - 18.30	ICA 675: Corporate Communication Policy	Dr. Somchat Visitchaichan	5.5	Online via Zoom	

December 14, 2021

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Jan 8	9.00 - 12.00	ICA 681: International Advertising Campaign Planning	A.Paphop Ruchutrakul	3	Online via Zoom	Submit <b>Chapter 3: Research Method</b> – research design and tool: (questionnaire, coding sheet, interview questions)
	13.00 -18.30	ICA 681: International Advertising Campaign Planning	A.Paphop Ruchutrakul	5.5	Online via Zoom	
Jan 15	9.00 - 12.00	ICA 681: International Advertising Campaign Planning	A.Paphop Ruchutrakul	3	Online via Zoom	
	13.00 -18.30	ICA 681: International Advertising Campaign Planning	A.Paphop Ruchutrakul	5.5	Online via Zoom	
Jan 22	9.00 - 12.00	ICA 678: Public Issues in Asia	1. Dr. Rungthip Chotnapalai (Lecture) 2. Dr. Nattawat Wongwilatnurak (Coaching)	3	<a href="https://zoom.us/j/7462494708">https://zoom.us/j/7462494708</a>	
	13.00 - 18.30	ICA 678: Public Issues in Asia	1. Dr. Rungthip Chotnapalai (Lecture) 2. Dr. Nattawat Wongwilatnurak (Coaching)	5.5	<a href="https://zoom.us/j/7462494708">https://zoom.us/j/7462494708</a>	
Jan. 29	9.00 - 12.00	ICA 678: Public Issues in Asia	1. Dr. Rungthip Chotnapalai (Lecture) 2. Dr. Nattawat Wongwilatnurak (Coaching)	3	<a href="https://zoom.us/j/7462494708">https://zoom.us/j/7462494708</a>	
	13.00 - 18.30	ICA 678: Public Issues in Asia	1. Dr. Rungthip Chotnapalai (Lecture) 2. Dr. Nattawat Wongwilatnurak (Coaching)	5.5	<a href="https://zoom.us/j/7462494708">https://zoom.us/j/7462494708</a>	

**2<sup>nd</sup> Semester**  
**February 5 – July 9, 2022**

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Feb.5	9.00 - 12.00	<b>Project Briefing</b>	Clients, full-time and part-time lecturers	3	TBA	
	13.00 -15.00	<b>Introduction to Campaign Development</b>	GC full-time lecturers	3	TBA	
	15.30-18.30	<b>Power Point Presentation Workshop</b>	Dr. Nattawat Wongwilatnurak	3	TBA	

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Feb. 12	9.00 - 12.00	<b>Master Class # 1: Cultivating A Growth Mindset</b>	Guest speaker	3	TBA	
	13.00 - 16.00	<b>EndNote Workshop</b>	BU library staff	3		
Feb. 19	9.00 - 12.00	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	3	TBA	
	13.00 - 18.30	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	5.5	TBA	
Feb. 26	9.00 – 12.00	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	3	TBA	
	13.00 – 18.30	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	5.5	TBA	
Mar 5	9.00 - 12.00	<b>Coaching # 1: Situational Analysis (SWOT, PESTEL &amp; Competitive Analysis)</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 1
Mar 12	9.00 - 12.00	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	3	TBA	Data collection
	13.00 - 18.30	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	5.5	TBA	
Mar. 19	9.00 - 12.00	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	3	TBA	Data collection
	13.00 – 18.30	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	5.5	TBA	

December 14, 2021

<b>Date</b>	<b>Time</b>	<b>Course</b>	<b>Instructor(s)</b>	<b>No. of Hours</b>	<b>Platform</b>	<b>Remark</b>
Mar. 26	9.00 – 12.00	<b>Coaching # 2: Communication Objectives and Target Audience</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 -18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 2
Apr. 23	9.00 – 18.30	IS /Thesis Advisory # 1	IS /Thesis advisors	8.5	TBA	Data analysis
Apr. 30	9.00 – 12.00	<b>Coaching # 3: Consumer Insights</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 3
May 7	9.00 - 18.30	IS /Thesis Advisory # 2	IS /Thesis advisors	8.5	TBA	Data analysis
May 14	<b>Visakha Bucha Day (Holiday)</b>					
May 21	9.00 - 12.00	<b>Coaching # 4: Message and Media Strategy</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 4
May 28	9.00 - 18.30	IS /Thesis Advisory # 3	IS /Thesis advisors	8.5	TBA	
June 4	9.00 - 18.30	IS /Thesis Advisory # 4	IS /Thesis advisors	8.5	TBA	
June 11	9.00 - 12.00	<b>Coaching # 5: Campaign Execution and Calendar Plan</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 5
June 18	9.00 - 18.30	IS /Thesis Advisory # 5	IS /Thesis advisors	8.5	TBA	
June 25	9.00 - 18.30	IS /Thesis Advisory # 6	IS /Thesis advisors	8.5	TBA	Submit <b>Chapter 4: Findings</b>

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<b>Date</b>	<b>Time</b>	<b>Course</b>	<b>Instructor(s)</b>	<b>No. of Hours</b>	<b>Platform</b>	<b>Remark</b>
July 2	9.00 - 12.00	<b>Coaching # 6: Budget Allocation and Campaign Evaluation</b>	Both full-time and part-time lecturers	3	TBA	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	TBA	Personal group coaching # 6
July 9	9.00 -12.00	IS /Thesis Advisory # 7	IS/Thesis advisors		TBA	
	13.00 – 18.30	IS /Thesis Advisory # 8	IS/Thesis advisors		TBA	
<b>Summer Semester July 16 – August 13, 2022</b>						
July 16	9.00 – 12.00	<b>Coaching # 7: Finalizing Campaign</b>	BU lecturers only	3	TBA	
	13.00 - 18.30	Preparing for project presentation	Students		TBA	
July 23	9.00 - 12.00	<b>Master Class # 2: Thriving, Not Just Surviving</b>	Panelists	3	TBA	Submit <b>Chapter 5: Discussions</b>
	13.00 - 16.00	Preparing for project presentation	Students		TBA	
July 30	9.00 - 12.00	<b>Project presentation</b>	All lecturers + Clients	3	TBA	
	13.00 - 16.00	<b>Project presentation</b>	All lecturers + Clients	3	TBA	
	16.30 - 17.30	<b>Concluding Session</b>	BU lecturers only	1	TBA	
Aug. 6	9.00 – 12.00	Finalizing IS/thesis proposal manuscript	Plan B students	3	TBA	Submit <b>final version of IS manuscript/thesis proposal</b>
	13.00 – 16.00	Finalizing IS/thesis proposal manuscript	IS advisor and students	3	TBA	

December 14, 2021

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Aug. 13	9.00 – 12.00	Final Defense - IS	IS advisors and students	3	TBA	
	13.00 – 16.00	Final Defense - IS	IS advisors and students	3	TBA	
Aug. 20	Submit the adjusted version of IS for format checking					

**Remarks:** This timetable is subjected to change due to unexpected incidents or the Thai government's official announcement.

Students should follow the advisory schedules strictly in order to complete Independent Study /Thesis within the deadline. Continuous efforts and follow-up of Independent Study and Thesis are required to complete the requirements of the curriculum. **Plan A students** (Thesis) are expected to complete **Thesis proposal** within **August 20, 2022**, and **Thesis** within **May, 2023**. **Plan B students** (Independent study) are expected to complete the Independent Study within **August 20, 2022**.