

First Semester 2020

updated: 17.2.2021

CLASS SCHEDULE: Saturday Class

As MCA program is project-based learning, class timetable of most courses do not follow the semester indicated in the degree plan.

Saturday 9.00 a.m. – 12.00 noon. & 1.00 – 6.30 p.m.	Courses / Instructors	Section	Room
August 22, 29, 2020 September 5, 2020	ICA 671 Global Communication Theories and Application Assoc. Prof. Dr.Pacharaporn Kesaprakorn https://bit.ly/2Og5UgR	7311	A8-404
September 12, 19, 26, 2020	ICA 672 Communication Research Assoc. Prof. Dr.Ratanasuda Punnahitanond https://bit.ly/2Og5UgR	7311	A8-404
October 3, 10, 2020	ICA 676 Data Analytics and Consumer Insights Ajarn Surasri Pramuke Ajarn Sarunyapat Atikuntana https://bit.ly/2Og5UgR	7311	A8-404
November 28, 2020 December 12, 2020	ICA 675 Corporate Communication Policy Dr.Somchat Visitchaichan https://bit.ly/2Og5UgR	7311	A8-404

* Outside Thailand students can attend the class via ZOOM Live Broadcast

- Registration for Second Semester 2020: November 25 - 27, 2020
- Semester Break: December 25, 2020 – January 3, 2021

Remarks:

- Students will receive links for online classes via University Email.(name.first 4 letters of surname@bumail.net)
- Create Your BU Email Account: Click :>> <http://account.bumail.net/>

Second Semester 2020

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Class Time Saturday 9.00 a.m. – 12.00 noon. & 1.00 – 6.30 p.m.	Courses / Instructors	Section	Room
October 17, 24, 2020	ICA 673 Intercultural Communication Asst. Prof. Dr.Suwannee Luckanavanich https://bit.ly/2Og5UgR	7311	A8-404
October 31, 2020 November 7, 2020	ICA 677 Global Digital Media and Innovation Management Ajarn Tananporn Udomjarumanee Dr.Napaphat Limvarakul https://bit.ly/2Og5UgR	7311	A8-404
November 14, 21, 2020	ICA 678 Public Issues in Asia Ajarn Anothai Udomsilp https://bit.ly/2Og5UgR	7311	A8-404
December 19, 2020 January 9, 2021	ICA 679 Global Brand Communication Strategy Assoc. Prof. James R Haft https://zoom.us/j/7462494708	7311	online

- Online Registration for Summer Session 2020 : May 26 - 28, 2021

Summer Session 2020

updated: 17.2.2021

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Class Time Saturday 9.00 a.m. – 12.00 noon. & 1.00 – 6.30 p.m.	Courses / Instructors	Section	Room
January 16, 23, 2021	ICA 674 Global Communication Seminar Dr.Vimviriya Limkangwanmongkol Dr.Arpatat Indratat https://zoom.us/j/7462494708	7311	online
January 30, 2021 February 6, 2021	ICA 681 International Advertising Campaign Planning & Ajarn Paphop Ruchutrakul https://zoom.us/j/7462494708	7311	A8-404
February 27, 2021 Online March 6, 2021	ICA 682 Creative Interdisciplinary Project Dr.Isaya Sinpongsporn https://zoom.us/j/7462494708	7311	A8-404

Timetable for Academic Year 2020
Master of Communication Arts - Global Communication (MCA - GC)
Bangkok University
(January 9 – August 14, 2021)

2nd Semester							
Day	Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Jan 9	9.00 - 12.00	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3	Online via Zoom	Submit Chapter 1: Introduction
		13.00 - 18.30	ICA 679: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5		
Sat.	Jan 16	9.00 - 12.00	ICA 674: Global Communication Seminar	1. Dr. Vimviriya Limkangwanmongkol 2. Dr. Arpapat Indratat	3	Online via Zoom	
		13.00 - 18.30	ICA 674: Global Communication Seminar	1. Dr. Vimviriya Limkangwanmongkol 2. Dr. Arpapat Indratat	5.5		
Sat.	Jan 23	9.00 - 12.00	ICA 674: Global Communication Seminar	1. Dr. Vimviriya Limkangwanmongkol 2. Dr. Arpapat Indratat	3	Online via Zoom	
		13.00 - 18.30	ICA 674: Global Communication Seminar	1. Dr. Vimviriya Limkangwanmongkol 2. Dr. Arpapat Indratat	5.5		
Sat.	Jan. 30	9.00 - 12.00	ICA 681: International Advertising Campaign Planning	AJ Paphop Ruchutrakul	3	Online via Zoom	
		13.00 - 18.30	ICA 681: International Advertising Campaign Planning	AJ Paphop Ruchutrakul	5.5		

Jan 31, 2021

Day	Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Feb 6	9.00 - 12.00	ICA 681: International Advertising Campaign Planning	AJ Paphop Ruchutrakul	3	Onsite	
		13.00 - 18.30	ICA 681: International Advertising Campaign Planning	AJ Paphop Ruchutrakul	5.5		
Feb 13, 2021: Chinese New Year (No Class)							
Sat.	Feb.20	9.00 - 12.00	Project briefing 9.00 – 10.30 hrs.: Tourism Authority of Thailand (TAT) 10.45 – 12.00 hrs.: The Mall Group	Clients	3	Online via Zoom	Submit Chapter 2: Literature Review
		13.00 - 16.00	Introduction to Campaign Development	GC full-time lecturers	3		
		16.30 - 17.30	Clustering of Students' Group	GC full-time lecturers	1		
Sat.	Feb.27	9.00 - 12.00	ICA 682: Creative Interdisciplinary Project	Dr. Isaya Sinpongsporn	3	Online via Zoom	
		13.00 - 18.30	ICA 682: Creative Interdisciplinary Project	Dr. Isaya Sinpongsporn	5.5		
Sat.	Mar. 6	9.00 - 12.00	ICA 682: Creative Interdisciplinary Project	Dr. Isaya Sinpongsporn	3	Online via Zoom	Submit Chapter 3: Method
		13.00 - 18.30	ICA 682: Creative Interdisciplinary Project	Dr. Isaya Sinpongsporn	5.5		
Sat.	Mar. 13	9.00 - 12.00	Coaching # 1: Situational Analysis (SWOT & PESTEL)	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 1	AJ Surat Ithi-arun	4	Online via Zoom	
Sat.	Mar. 20	9.00 - 18.30	IS /Thesis Advisory # 1	IS /Thesis advisors	8.5	LINE or Zoom	Research tool development (questionnaire, coding sheet, interview questions)

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Day	Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Mar. 27	9.00 - 12.00	Coaching # 2: Communication Objectives and Target Audience	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 2	AJ Surat Ithi-arun	4	Online via Zoom	
Sat.	Apr. 3	9.00 - 18.30	IS /Thesis Advisory # 2	IS /Thesis advisors	8.5	LINE or Zoom	Data collection
April 6 - 19, 2021: Songkran Holidays (No class)							
Sat.	Apr. 24	9.00 - 12.00	Coaching#3: Consumer Insights	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 3	AJ Surat Ithi-arun	4	Online via Zoom	
May 1, 2021: Labor day (No Class)							
Sat.	May 8	9.00 - 18.30	IS /Thesis Advisory # 3	IS /Thesis advisors	8.5	LINE or Zoom	Data analysis
Sat.	May 15	9.00 - 12.00	Coaching # 4: Message and Media Strategy	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 4	AJ Surat Ithi-arun	4	Online via Zoom	
Sat.	May 22	9.00 - 18.30	IS /Thesis Advisory # 4	IS /Thesis advisors	8.5	LINE or Zoom	Submit Chapter 4: Results
Sat.	May 29	9.00 - 12.00	Coaching # 5: Execution and Calendar Plan	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 5	AJ Surat Ithi-arun	4	Online via Zoom	
Sat.	June 5	9.00 - 18.30	IS /Thesis Advisory # 5	IS /Thesis advisors	8.5	LINE or Zoom	Submit Chapter 5: Discussions
Sat.	June 12	9.00 - 12.00	Coaching # 6: Budget Allocation and Campaign Evaluation	All lecturers	3	Online via Zoom	
		13.00 - 17.00	Personal group coaching # 6	AJ Surat Ithi-arun	4	Online via Zoom	

Jan 31, 2021

Day	Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	June 19	9.00 - 12.00	IS /Thesis Advisory # 6	IS /Thesis advisors	8.5	LINE or Zoom	Plagiarism checking
		13.00 - 18.30	Finalizing IS manuscript Finalizing thesis proposal	Plan B students Plan A students			Submit IS manuscript/thesis proposal
Sat.	June 26	9.00 -18.30	Preparing for IS defense	Plan B students			
Sat.	July 3	9.00 - 12.00	Final Defense - IS	IS advisors and students	3	N/A	
		13.00 - 18.30	Final Defense - IS	IS advisors and students	5.5	N/A	

Summer Semester

Day	Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	July 10	9.00 - 12.00	Coaching # 7: Finalizing Campaign	All lecturers	3	Online via Zoom	
		13.00 - 18.30	Preparing for project presentation	Students			
Sat.	July 17	9.00 - 12.00	Project presentation	All lecturers	3		
		13.00 - 16.00	Project presentation	All lecturers	3		
		16.30 - 17.30	Concluding Session	BU Lecturers only	1		

July 24, 2021: Asarnha Bucha Day (No class)

Sat.	July 31	9.30 - 12.30	Reviewing session for comprehensive exam	Plan B students	3		
Sat.	Aug. 7	9.00 - 13.00	Comprehensive Exam (Tentative)	Plan B students	4		
Sat.	Aug. 14	Submit final version of IS for format checking (Format checking process normally takes time and format checking must be approved by Graduate School to be considered "unofficially graduated.")					Last day of class

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

All Subjects			
Lecture 17 hrs. (8.5 x 2)	Coaching 18 hrs. (3 x 6)	Project Presentation and Concluding Session 7 hrs.	Total 42 hrs.
ICA 671 & ICA 672			
Lecture 25.5 hrs. (8.5 x 3)	Coaching 18 hrs. (3 x 6)	Project Presentation and Concluding Session 7 hrs.	Total 43.5 hrs.

ICA 682		
Lecture (Dr. Isaya)	Personal Group Coaching (AJ Surat)	Total
17 hrs. (8.5 x 2) + 1	24 hrs. (4 x 6)	42 hrs.

BU Instructors Only	
Advisory Hours for IS/Thesis *	
Advisory hours for IS/Thesis 6 times	Total 51 hours (6 times)*
	IS (30 hours)
	Thesis (21 hours)
Advisors' Progress Report of Students	March 20, May 22, June 19
IS/Thesis Defense	8.5 hours

Remarks: 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.

Jan 31, 2021

Plan A students (Thesis) are expected to complete the Thesis to complete within **May 2022**.

Plan B students (Independent study) are expected to complete the Independent Study within **August 14, 2021**.

Proposed by Assoc. Prof. Dr. Pacharaporn Kesaporn Date: June 24, 2020

Adjusted by Assoc. Prof. Dr. Ratanasuda Punnahitanond Date: January 31, 2021