



**BANGKOK
UNIVERSITY
GRADUATE SCHOOL**

M.COM.ARTS

GCC

**MASTER OF COMMUNICATION ARTS
(GLOBAL COMMUNICATION)
INTERNATIONAL PROGRAM**

DEGREE PLAN

**FOR GRADUATE STUDENT
(1ST SEMESTER 2015 ENTRANTS)**

Program of Study

**M.Com.Arts
(Global Communication)**

| Year | Course | Course Code | Course Title | Credits | Prereq. |
|-------------------------------------|---------------------------|-------------|----------------------------------------------------|-----------|---------|
| | PRELIMINARY COURSES | PL 121 | Strategic Writing | - | - |
| | | PL 122 | Data Analysis and Interpretation | - | - |
| 1 | CORE COURSES | ICA 611 | Global Communication Theories | 3 | - |
| | | ICA 612 | Communication Research | 3 | - |
| | | ICA 613 | Intercultural Communication | 3 | - |
| | | ICA 614 | Global Communication Seminar | 3 | - |
| 1 | PROFESSIONAL CORE COURSES | ICA 621 | Global Advocacy and Corporate Communication Policy | 3 | |
| | | ICA 622 | Collaboration Methods in Conflict Resolution | 3 | |
| | | ICA 623 | Global Digital Media and Innovation Management | 3 | |
| | | ICA 624 | Public Issues in the ASEAN Region | 3 | } OR |
| | | ICA 625 | Public Issues in the Global Community | 3 | |
| | | ICA 626 | Global Brand Communications | 3 | |
| Total Number of Core Courses | | | | 30 | |

*** Plan A**

| Course | Course Code | Course Title | Credits |
|--------------|-------------|----------------------------------------------------------------------------------------------------------------------|-----------|
| THESIS | ICA 700 | Students have to register as required of thesis registration (Pass prerequisite : ICA 612 Communication Research) | 12 |
| Total | | | 12 |

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 4 courses or 12 credits hours, one of which must be ICA 701 Independent Study.

| Course | Course Code | Course Title | Credits |
|-----------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------|---------|
| INDEPENDENT ELECTIVE | ICA 701 | Independent Study (Pass prerequisite : ICA 612 Communication Research) | 3 |
| ELECTIVES IN CORPORATE AND MULTINATIONAL ENTREPRENEUR | ICA 631 | Leadership and Team Communication | 3 |
| | ICA 632 | Public Speaking in the Global Contexts | 3 |
| | ICA633 | Communication in Organization | 3 |
| | ICA634 | Stakeholder Relationship and Engagement | 3 |
| | ICA635 | Change Management | 3 |
| ELECTIVES IN PUBLIC COMMUNICATION MANAGEMENT IN GLOBAL CONTEXTS | ICA 636 | Media Literacy and Media Criticism | 3 |
| | ICA 637 | International Relations and Global Communication | 3 |
| | ICA 638 | International Advertising Campaign Planning | 3 |
| | ICA 639 | International Communication | 3 |
| | ICA 640 | Special Events and MICE Management | 3 |
| | ICA 641 | Creative Interdisciplinary Project (Pass prerequisite : ICA 701 Independent Study) | 3 |
| ELECTIVES IN CONTEMPORARY COMMUNICATIONS | ICA 642 | Communication Management for Corporate Social Responsibility | 3 |
| | ICA 643 | Developmental Communication and Social Change for Sustainability | 3 |
| | ICA 644 | Social Marketing Communication | 3 |
| | ICA 645 | Environmental Communication | 3 |
| | ICA 646 | Global Issues Management and Crisis Communication | 3 |
| | ICA 647 | Global Political Communication | 3 |
| | ICA 648 | Health Communication and Advocacy | 3 |
| | ICA 649 | Global Communication Criticism | 3 |
| | ICA 650 | Legal and Ethical Aspects in Global Communication | 3 |

BANGKOK UNIVERSITY
 Program of Study
 M.Com.Arts (Global Communication)
 (International Program)
 1st Semester 2015 Entrants
 Academic Year 2015 (First Year)

Preliminary Courses

| Course Code | Course Title | Credits |
|-------------|----------------------------------|---------|
| PL 121 | Strategic Writing | - |
| PL 122 | Data Analysis and Interpretation | - |

First Semester (1/2015)

1/2015 Entrants (Sect. 7311)

| Course Code | Course Title | Credits |
|-------------|----------------------------------------------------|---------|
| ICA 611 | Global Communication Theories | 3 |
| ICA 612 | Communication Research | 3 |
| ICA 613 | Intercultural Communication | 3 |
| ICA 621 | Global Advocacy and Corporate Communication Policy | 3 |
| | Total | 12 |

Second Semester (2/2015)

1/2015 Entrants (Sect. 7311)

| Course Code | Course Title | Credits |
|-------------|-------------------------------------------------|---------|
| ICA 622 | Collaboration Methods in Conflict in Resolution | 3 |
| ICA 623 | Global Digital Media and Innovation Management | 3 |
| ICA 624 | Public Issues in the ASEAN Region | 3 |
| ICA 625 | Public Issues in the Global Community | 3 |
| ICA 626 | Global Brand Communications | 3 |
| | Total | 12 |

Summer Session (3/2015)

1/2015 Entrants (Sect. 7311)

| Course Code | Course Title | Credits |
|-------------|----------------------|---------|
| | Elective I (Plan B) | 3 |
| | Elective II (Plan B) | 3 |
| | Total (Plan B) | 6 |

BANGKOK UNIVERSITY
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 1st Semester 2015 Entrants
 Academic Year 2016 (Second Year)

First Semester (1/2016)

1/2015 Entrants (Sect. 7311)

| Course Code | Course Title | Credits |
|-------------|----------------------------------------------|------------|
| ICA 614 | Global Communication Seminar | 3 |
| ICA 700 | Thesis (Plan A) (Prereq. ICA 612) | 3 - 12 |
| ICA 701 | Independent Study (Plan B) (Prereq. ICA 612) | 3 |
| | Elective III (Plan B) | 3 |
| | Total (Plan A) | 3 + (3-12) |
| | (Plan B) | 9 |

Second Semester (2/2016)

1/2015 Entrants (Sect. 7311)

| Course Code | Course Title | Credits |
|-------------|-----------------|---------|
| ICA 700 | Thesis (Plan A) | 1-9 |
| | Total | 1-9 |

Note :

For Thesis Program

| | | |
|---------------------------|----|---------|
| General Core Courses | 12 | credits |
| Professional Core Courses | 15 | credits |
| Thesis | 12 | credits |
| Total | 39 | credits |

For Non-Thesis Program

| | | |
|---------------------------|----|---------|
| General Core Courses | 12 | credits |
| Professional Core Courses | 15 | credits |
| Elective Courses | 9 | credits |
| Independent Study | 3 | credits |
| Total | 39 | credits |

***Pass the Comprehensive Examinations.**

Thesis (Plan A)

Title of Thesis

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.....
.....
.....
.....
.....
.....
.....

Name of Thesis Advisors

Advisor :

.....

Co advisor :

.....

Thesis (Plan A)

| Semester/ Academic Year | Attempt | Total Credits | Date of Thesis Proposal Defense | Date of Thesis Oral Defense |
|-------------------------------|---------|------------------|------------------------------------|--------------------------------|
| | 1 | 3 | | |
| | 2 | | | |
| | | | | |
| | | | | |
| | Total | | | |

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour until the completion of thesis.

Name of External Committee :.....

Date of Submission of Thesis :.....

(1 copy of thesis, 3 copies of abstract, 1 diskette of the thesis)

Comprehensive Examination (Plan B)

| Academic Year | Semester | Comprehensive Examination | Number of Attempts | Result | Remarks |
|---------------|----------|---------------------------|--------------------|--------|---------|
| 20..... | | Comprehensive Exam. | | | |
| 20..... | | Comprehensive Exam. | | | |
| 20..... | | Comprehensive Exam. | | | |

Remark :

Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee of \$ 1,000 to maintain their student status.