

M.Com.Arts

(GCC)

Master of Communication Arts
(Global Communication)

(International Program)

Degree Plan

For Graduate Student
(1st Semester 2016 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
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 1st Semester 2016 Entrants
 Academic Year 2016 (First Year)

Preliminary Courses

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

First Semester (1/2016)

1/2016 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 (2/2016)

1/2016 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 (3/2016)

1/2016 Entrants (Sect. 7311)

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

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 1st Semester 2016 Entrants
 Academic Year 2017 (Second Year)

First Semester (1/2017)

1/2016 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 (2/2017)

1/2016 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 :

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Co advisor :

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Thesis (Plan A)

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

Name of External Committee :

Date of Submission of Thesis :

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

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
		1		
		1		
		1		
		1		
		1		
		1		

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 (4,000 baht) until the completion of thesis.

Comprehensive Examination (Plan B)

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