



**BANGKOK  
UNIVERSITY  
GRADUATE SCHOOL**

# M.COM.ARTS

MASTER OF COMMUNICATION ARTS  
(GLOBAL COMMUNICATION)

**2019 ENTRANTS**  
**(INTERNATIONAL PROGRAM)**  
SATURDAY CLASS

**DEGREE PLAN**  
FOR GRADUATE STUDENT

**M.Com.Arts (Global Communication)**  
**(International Program)**  
**Curriculum**

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 121	Academic Reading and Writing in Communication	-	-
		PL 122	Data Analysis and Interpretation	-	-
		PL 123	Cultural Diversity and Globalization	-	-
		PL 124	Communication in the Transformational World	-	-
1	CORE COURSES	ICA 671	Global Communication Theories and Application	3	-
		ICA 672	Communication Research	3	-
		ICA 673	Intercultural Communication Strategy	3	-
		ICA 674	Global Communication Seminar	3	-
		Total Number of Core Courses		12	-
1	PROFESSIONAL CORE COURSES	ICA 675	Corporate Communication Policy	3	-
		ICA 676	Data Analytics and Consumer Insights	3	-
		ICA 677	Global Digital Media and Innovation Management	3	-
		ICA 678	Public Issues in Asia	3	-
		ICA 679	Global Brand Communications Strategy	3	-
		<b>Total Number of Professional Core Courses</b>		<b>15</b>	-

**\* Plan A**

Course	Course Code	Course Title	Credits
THESIS	ICA 700	Students have to register as required of thesis registration (Pass prerequisite : ICA 672 Communication Research)	12
		<b>Total</b>	<b>12</b>

**\* Plan B**

**ELECTIVE COURSES**

Students of Plan B must select 3 courses or 12 credits hours, one of which must be ICA 701 Independent Study (6 credits).

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	ICA 701	Independent Study (Pass prerequisite : ICA 672 Communication Research)	6
ELECTIVE COURSES	ICA 680	Media Literacy	3
	ICA 681	International Advertising Campaign Planning	3
	ICA 682	Creative Interdisciplinary Project	3
	ICA 683	Corporate Social Responsibility and Sustainability	3
	ICA 684	Health Communication and Advocacy	3
	ICA 685	Collaboration Methods in Conflict Resolution	3

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 (International Program: Saturday Class)  
 1<sup>st</sup> Semester 2019 Entrants

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses

Section 7311

Course Code	Course Title	Credits
PL 121	Academic Reading and Writing in Communication	-
PL 122	Data Analysis and Interpretation	-

First Semester (1/2019: Aug. – Dec., 2019)

Section 7311

Course Code	Course Title	Credits
ICA 671	Global Communication Theories and Application	3
ICA 673	Intercultural Communication Strategy	3
ICA 675	Corporate Communication Policy	3
ICA 676	Data Analytics and Consumer Insights	3
	Total (Plan A & Plan B)	12

Second Semester (2/2019: Jan. – May, 2020)

Section 7311

Course Code	Course Title	Credits
ICA 672	Communication Research	3
ICA 677	Global Digital Media and Innovation Management	3
ICA 678	Public Issues in Asia	3
ICA 679	Global Brand Communications Strategy	3
ICA 700	Thesis (Plan A) (Prereq. ICA 672)	6
ICA 701	Independent Study (Plan B) (Prereq. ICA 672)	6
	Total (Plan A & Plan B)	18

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Summer Session (3/2019: Jun. – Jul., 2020)

Section 7311

Course Code	Course Title	Credits
ICA 674	Global Communication Seminar	3
ICA XXX	Elective I (Plan B)	3
ICA XXX	Elective II (Plan B)	3
ICA 700	Thesis (Plan A)	6
	Total (Plan A & Plan B)	9

**Note :**

**For Thesis Program (Plan A)**

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

**For Non-Thesis Program (Plan B)**

General Core Courses	12	credits
Professional Core Courses	15	credits
Elective Courses	6	credits
Independent Study	6	credits
Total	39	credits

*Plan B: Pass comprehensive examination (registration: July 2020)*

*\*For more details (such as registration or examination exact dates) please check  
 “Comprehensive Examination Schedule” via [admission.bu.ac.th/grad](http://admission.bu.ac.th/grad)*

**Student's Grade Record**

M.Com.Arts  
(Global Communication)

Preliminary Courses	S	U	Exempted	Semester/ Academic Year
PL 121 Academic Reading and Writing in Communication				
PL 122 Data Analysis and Interpretation				

Semester	Academic Year	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2019						
2	2019						
3	2019						

Title of Thesis

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Name of Thesis Advisors

Advisor :

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Co advisor :

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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 : .....

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.