

ตารางเรียนประจำภาคการศึกษาที่ 1 ปีการศึกษา 2567

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

updated: 30.07.2024

**Section 7341 ห้อง A3-304**

วิชาและผู้สอน ภาคการศึกษาที่ 1 ปีการศึกษา 2567

สด. 669 การวิจัยเชิงปฏิบัติการเพื่อการสื่อสารการตลาดดิจิทัล (DC 669 Practice-Based Research for Digital Marketing Communications) ดร.พีรชัย เกิดสินธุ์ รองศาสตราจารย์ ดร. ชุติมา เกศดาบุตรตัน รองศาสตราจารย์ ดร. ปฐมมา สตะเวทิน ดร. มนทิรา ธาดานานวยชัย
สด. 670 การตลาดด้วยเครื่องมือค้นหาและการวางแผนโฆษณา (DC 670 Search and Biddable Media Marketing) อาจารย์อรอนงค์ ประทีปไพศาล
สด. 672 การวางแผนกลุ่มผู้รับสื่อและการวางแผนสื่อโฆษณาผ่านสื่อดิจิทัล (DC 672 Audience and Digital Channel Planning) อาจารย์ราชศักดิ์ อัครสุภชัย
สด. 673 การวางแผนเชิงกลยุทธ์การตลาดดิจิทัล (DC 673 Digital Marketing Strategic Planning) อาจารย์กัญชวลี สำลีรัตน์

- ลงทะเบียนภาคการศึกษาที่ 2/2567      วันที่ 8 - 10 มกราคม 2568
- วันหยุดประจำภาค      วันที่ 23 ธันวาคม 2567 - 1 มกราคม 2568

หมายเหตุ : ลงทะเบียน email สำหรับนักศึกษา <https://accountbumail.bu.ac.th/>



มีต่อ

DIMC #11				
DATE	Time	Class		Remarks
<b>Preliminary Course 6 July – 3 August 2024</b>				
SAT	6 July 24	9.00-13.30	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
SAT	13 July 24	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.30	PL 119 Introduction to Graduate Studies	
SAT	20 July 24	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
SAT	27 July 24	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.30	PL 119 Introduction to Graduate Studies	
SAT	3 Aug 24	9.00-13.30	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
<b>Semester 1/2024 Block 1 10 August – 19 October 2024</b>				
SAT	10 Aug 24	9.00-13.30	1/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	1/DC 673 Digital Marketing Strategic Planning	
SAT	17 Aug 24	9.00-13.30	2/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	2/DC 673 Digital Marketing Strategic Planning	
SAT	24 Aug 24	9.00-13.30	DIMC Orientation Camp	
		14.30-18.30		
SAT	31 Aug 24	9.00-13.00	3/DC 669 Practice-Based Research for Digital Marketing Communications	DIMC Open House
		14.00-18.00	3/DC 673 Digital Marketing Strategic Planning	
SAT	7 Sep 24	9.00-13.30	4/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	4/DC 673 Digital Marketing Strategic Planning	
SAT	14 Sep 24	9.00-13.00	5/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	5/DC 673 Digital Marketing Strategic Planning	
SAT	21 Sep 24	9.00-13.00	6/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	6/DC 673 Digital Marketing Strategic Planning	
SAT	28 Sep 24	9.00-13.00	7/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	7/DC 673 Digital Marketing Strategic Planning	
SAT	5 Oct 24	9.00-13.00	8/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	8/DC 673 Digital Marketing Strategic Planning	
SAT	12 Oct 24	9.00-13.00	9/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.00	9/DC 673 Digital Marketing Strategic Planning	
SAT	19 Oct 24	9.00-13.00	10/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.00	10/DC 673 Digital Marketing Strategic Planning	
<b>Semester 1/2024 Block 2 26 October – 21 December 2024</b>				
SAT	26 Oct 24	9.00-13.30	1/DC670 Search and Biddable Media Marketing	
		14.30-18.30	1/DC672 Audience and Digital Channel Planning	
SAT	2 Nov 24	9.00-13.30	2/DC670 Search and Biddable Media Marketing	
		14.30-18.30	2/DC672 Audience and Digital Channel Planning	
SAT	9 Nov 24	9.00-13.30	3/DC670 Search and Biddable Media Marketing	
		14.30-18.30	3/DC672 Audience and Digital Channel Planning	
SAT	16 Nov 24	9.00-13.30	4/DC670 Search and Biddable Media Marketing	
		14.30-18.30	4/DC672 Audience and Digital Channel Planning	
SAT	23 Nov 24	9.00-13.00	5/DC670 Search and Biddable Media Marketing	
		14.00-18.30	5/DC672 Audience and Digital Channel Planning	
SAT	30 Nov 24	9.00-13.00	6/DC670 Search and Biddable Media Marketing	
		14.00-18.30	6/DC672 Audience and Digital Channel Planning	
SAT	7 Dec 24	9.00-13.00	7/DC670 Search and Biddable Media Marketing	
		14.00-18.30	7/DC672 Audience and Digital Channel Planning	
SAT	14 Dec 24	9.00-13.00	8/DC670 Search and Biddable Media Marketing	
		14.00-18.30	8/DC672 Audience and Digital Channel Planning	
SAT	21 Dec 24	9.00-13.00	9/DC670 Search and Biddable Media Marketing	เรียนออนไลน์
		14.00-18.00	9/DC672 Audience and Digital Channel Planning	เรียนออนไลน์
SAT	-	9.00-13.00	10/DC670 Search and Biddable Media Marketing	TBC ขอเรียนวันอาทิตย์ทางออนไลน์
	-	14.00-18.00	10/DC672 Audience and Digital Channel Planning	TBC ขอเรียนวันอาทิตย์ทางออนไลน์

**Semester Break: 21 December 2024 – 1 January 2025**

**Semester 2/2024 Block 1 4 January – 8 March 2025**

SAT	4 Jan 25	9.00-13.30	1/DC671 Content Marketing		
		14.30-18.30	1/DC660 Marketing Technology and Innovation		
SAT	11 Jan 25	9.00-13.30	2/DC671 Content Marketing		
		14.30-18.30	2/DC660 Marketing Technology and Innovation		
SAT	18 Jan 25	9.00-13.30	3/DC671 Content Marketing		
		14.30-18.30	3/DC660 Marketing Technology and Innovation		
SAT	25 Jan 25	9.00-13.30	4/DC671 Content Marketing		
		14.30-18.30	4/DC660 Marketing Technology and Innovation		
SAT	1 Feb 25	9.00-13.00	5/DC671 Content Marketing		
		14.00-18.30	5/DC660 Marketing Technology and Innovation		
SAT	8 Feb 25	9.00-13.00	6/DC671 Content Marketing		
		14.00-18.30	6/DC660 Marketing Technology and Innovation		
SAT	15 Feb 25	9.00-13.00	7/DC671 Content Marketing		
		14.00-18.30	7/DC660 Marketing Technology and Innovation		
SAT	22 Feb 25	9.00-13.00	8/DC671 Content Marketing		
		14.00-18.30	8/DC660 Marketing Technology and Innovation		
SAT	1 Mar 25	9.00-13.00	9/DC671 Content Marketing		
		14.00-18.00	9/DC660 Marketing Technology and Innovation		
SAT	8 Mar 25	9.00-13.00	10/DC671 Content Marketing		
		14.00-18.00	10/DC660 Marketing Technology and Innovation		

**Semester 2/2024 Block 2 15 March – 24 May 2025**

SAT	15 Mar 25	9.00-13.30	1/DC620 Data Analytics and Visualization		
		14.30-18.30	1/DC674 Integrated Marketing Communications Seminar		
SAT	22 Mar 25	9.00-13.30	2/DC620 Data Analytics and Visualization		
		14.30-18.30	2/DC674 Integrated Marketing Communications Seminar		
SAT	29 Mar 25	9.00-13.30	3/DC620 Data Analytics and Visualization		
		14.30-18.30	3/DC674 Integrated Marketing Communications Seminar		
SAT	5 April 25	9.00-13.30	4/DC620 Data Analytics and Visualization		
		14.30-18.30	4/DC674 Integrated Marketing Communications Seminar		

**Semester Break: 6 April – 16 April 2025**

SAT	19 Apr 25	9.00-13.00	5/DC620 Data Analytics and Visualization		
		14.00-18.30	5/DC674 Integrated Marketing Communications Seminar		
SAT	26 Apr 25	9.00-13.00	6/DC620 Data Analytics and Visualization		
		14.00-18.30	6/DC674 Integrated Marketing Communications Seminar		
SAT	3 May 25	9.00-13.00	7/DC620 Data Analytics and Visualization		
		14.00-18.30	7/DC674 Integrated Marketing Communications Seminar		
SAT	10 May 25	9.00-13.00	8/DC620 Data Analytics and Visualization		
		14.00-18.30	8/DC674 Integrated Marketing Communications Seminar		
SUN	11 May 25	9.00 – 12.00	IS/Thesis Defense		
		13.00 – 18.00	IS/Thesis Defense		
SAT	17 May 25	9.00-13.00	9/DC620 Data Analytics and Visualization		
		14.00-18.00	9/DC674 Integrated Marketing Communications Seminar		
SAT	24 May 25	9.00-13.00	10/DC620 Data Analytics and Visualization		
		14.00-18.00	10/DC674 Integrated Marketing Communications Seminar		

**Semester 3 31 May – 2 August 2025**

SAT	31 May 25	9.00-13.30	1/DC xxx Elective Course I		
		14.30-18.30	1/DC xxx Elective Course II		
SAT	7 Jun 25	9.00-13.30	2/DC xxx Elective Course I		
		14.30-18.30	2/DC xxx Elective Course II		
SAT	14 Jun 25	9.00-13.30	3/DC xxx Elective Course I		
		14.30-18.30	3/DC xxx Elective Course II		
SAT	21 Jun 25	9.00-13.30	4/DC xxx Elective Course I		
		14.30-18.30	4/DC xxx Elective Course II		
SAT	28 Jun 25	9.00-13.00	5/DC xxx Elective Course I		
		14.00-18.30	5/DC xxx Elective Course II		

SAT	5 Jul 25	9.00-13.00	6/DC xxx Elective Course I		
		14.00-18.30	6/DC xxx Elective Course II		
SAT	12 Jul 25	9.00-13.00	7/DC xxx Elective Course I		
		14.00-18.30	7/DC xxx Elective Course II		
SAT	19 Jul 25	9.00-13.00	8/DC xxx Elective Course I		
		14.00-18.30	8/DC xxx Elective Course II		
SAT	26 Jul 25	9.00-13.00	9/DC xxx Elective Course I		
		14.00-18.00	9/DC xxx Elective Course II		
SAT	2 Aug 25	9.00-13.00	10/DC xxx Elective Course I		
		14.00-18.00	10/DC xxx Elective Course II		
Comprehensive Examination: SATURDAY 9 August 2025, 9.00 – 13.00					
DAAT Score: SATURDAY 16 August 2025, 9.00 – 12.00					