

ตารางเรียนประจำภาคการศึกษาที่ 1, 2 และ 3 /2564

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

updated: 30.06.2021

Section 7341

Schedule Master of Communication Arts in Digital Marketing Communications 2020/2021

*The schedule is subject to change.

Date	Time	Class	Room	Remarks
SAT	3 July 21	9.00 – 14.00	1/PL 118 Introduction to Digital Marketing	A3-203
		14.30 – 18.30	1/PL 119 Introduction to Graduate Studies	A3-203
SAT	10 July 21	9.00 – 13.00	2/PL 118 Introduction to Digital Marketing	A3-203
		13.30 – 18.30	2/PL 119 Introduction to Graduate Studies	A3-203
SAT	17 July 21	9.00 – 14.00	3/PL 118 Introduction to Digital Marketing	A3-203
		14.30 – 18.30	3/PL 119 Introduction to Graduate Studies	A3-203
SAT	24 July 21	9.00 – 12.00	4/PL 118 Introduction to Digital Marketing	วันอาสาฬหบูชา
		13.00 – 17.00	4/PL 119 Introduction to Graduate Studies	
SAT	31 July 21	9.00 – 13.00	5/PL 118 Introduction to Digital Marketing	A3-203
		13.30 – 18.30	5/PL 119 Introduction to Graduate Studies	A3-203
SAT	14 Aug 21	9.00 – 17.00	DiMC Orientation Camp 2021	A3-203
SAT	21 Aug 21	9.00 – 13.30	1/DC 656 Strategic Planning	A3-203
		14.00 – 18.00	1/DC 652 Search Marketing	A3-203
SAT	28 Aug 21	9.00 – 13.00	2/DC 656 Strategic Planning	A3-203
		13.30 – 18.00	2/DC 652 Search Marketing	A3-203
SAT	4 Sep 21	9.00 – 13.30	3/DC 656 Strategic Planning	A3-203
		14.00 – 18.00	3/DC 652 Search Marketing	A3-203
SAT	11 Sep 21	9.00 – 13.00	4/DC 656 Strategic Planning	A3-203
		13.30 – 18.00	4/DC 652 Search Marketing	A3-203
SAT	18 Sep 21	9.00 – 13.30	5/DC 656 Strategic Planning	A3-203
		14.00 – 18.00	5/DC 652 Search Marketing	A3-203
SAT	25 Sep 21	9.00 – 13.00	6/DC 656 Strategic Planning	A3-203
		13.30 – 18.00	6/DC 652 Search Marketing	A3-203
SAT	2 Oct 21	9.00 – 13.30	7/DC 656 Strategic Planning	A3-203
		14.00 – 18.00	7/DC 652 Search Marketing	A3-203
SAT	9 Oct 21	9.00 – 13.00	8/DC 656 Strategic Planning	A3-203
		13.30 – 18.00	8/DC 652 Search Marketing	A3-203
SAT	16 Oct 21	9.00 – 13.00	9/DC 656 Strategic Planning	A3-203
		14.00 – 18.00	9/DC 652 Search Marketing	A3-203
SAT	23 Oct 21	9.00 – 13.00	10/DC 656 Strategic Planning	วันปิยมหาราช
		14.00 – 18.00	10/DC 652 Search Marketing	
SAT	30 Oct 21	9.00 – 13.30	1/DC 651 Practice-Based Research	A3-203
		14.00 – 18.30	1/DC 654 Audience Panning and Channel Planning	A3-203
SAT	6 Nov 21	9.00 – 13.30	2/DC 651 Practice-Based Research	A3-203
		14.00 – 18.30	2/DC 654 Audience Panning and Channel Planning	A3-203
SAT	13 Nov 21	9.00 – 13.30	3/DC 651 Practice-Based Research	A3-203
		14.00 – 18.30	3/DC 654 Audience Panning and Channel Planning	A3-203
SAT	20 Nov 21	9.00 – 13.30	4/DC 651 Practice-Based Research	A3-203
		14.30 – 18.30	4/DC 654 Audience Panning and Channel Planning	A3-203
SAT	27 Nov 21	9.00 – 13.30	5/DC 651 Practice-Based Research	A3-203
		14.00 – 18.30	5/DC 654 Audience Panning and Channel Planning	A3-203

SAT	4 Dec 21	9.00 – 13.30	6/DC 651 Practice-Based Research	A3-203	
		14.00 – 18.30	6/DC 654 Audience Panning and Channel Planning	A3-203	
SAT	11 Dec 21	9.00 – 14.00	7/DC 651 Practice-Based Research	A3-203	
		14.30 – 19.30	7/DC 654 Audience Panning and Channel Planning	A3-203	
SAT	18 Dec 21	9.00 – 14.00	8/DC 651 Practice-Based Research	A3-203	
		14.30 – 19.30	8/DC 654 Audience Panning and Channel Planning	A3-203	
SAT	25 Dec 21	9.00 – 14.00	9/DC 651 Practice-Based Research	A3-203	
		14.30 – 19.30	9/DC 654 Audience Panning and Channel Planning	A3-203	
Semester 2 8 Jan 2022 - 21 May 2022					
SAT	8 Jan 22	9.00 – 13.30	1/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	1/DC 653 Brand Storytelling	A3-203	
SAT	15 Jan 22	9.00 – 13.30	2/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	2/DC 653 Brand Storytelling	A3-203	
SAT	22 Jan 22	9.00 – 13.30	3/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	3/DC 653 Brand Storytelling	A3-203	
SAT	29 Jan 22	9.00 – 13.30	4/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	4/DC 653 Brand Storytelling	A3-203	
SAT	5 Feb 22	9.00 – 13.30	5/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	5/DC 653 Brand Storytelling	A3-203	
SAT	12 Feb 22	9.00 – 13.30	6/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	6/DC 653 Brand Storytelling	A3-203	
SAT	19 Feb 22	9.00 – 13.30	7/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.30	7DC 653 Brand Storytelling	A3-203	
SAT	26 Feb 22	9.00 – 13.00	8/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.00	8/DC 653 Brand Storytelling	A3-203	
SAT	5 Mar 22	9.00 – 13.00	9/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.00	9/DC 653 Brand Storytelling	A3-203	
SAT	12 Mar 22	9.00 – 13.00	10/DC 658 Digital Public Relations	A3-203	
		14.00 – 18.00	10/DC 653 Brand Storytelling	A3-203	
SAT	19 Mar 22	9.00 – 13.30	1/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	1/DC 655 Performance Marketing	A3-203	
SAT	26 Mar 22	9.00 – 13.30	2/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	2/DC 655 Performance Marketing	A3-203	
SAT	2 Apr 22	9.00 – 13.30	3/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	3/DC 655 Performance Marketing	A3-203	
SAT	9 Apr 22	9.00 – 13.30	4/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	4/DC 655 Performance Marketing	A3-203	
SAT	16 Apr 22	9.00 – 13.30	5/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	5/DC 655 Performance Marketing	A3-203	
SAT	23 Apr 22	9.00 – 13.30	6/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	6/DC 655 Performance Marketing	A3-203	
SAT	30 Apr 22	9.00 – 13.30	7/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.30	7/DC 655 Performance Marketing	A3-203	
SAT	7 May 22	9.00 – 13.00	8/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.00	8/DC 655 Performance Marketing	A3-203	
SAT	14 May 22	9.00 – 13.00	9/DC 660 Marketing Technology and Innovation		วันวิสาขบูชา
		14.00 – 18.00	9/DC 655 Performance Marketing		
SAT	21 May 22	9.00 – 13.00	10/DC 660 Marketing Technology and Innovation	A3-203	
		14.00 – 18.00	10/DC 655 Performance Marketing	A3-203	
***** IS/Thesis Submission: SAT 22, 9.00 – 12.00 *****					
***** IS/Thesis Defense: SUN 22, 9.00 – 17.00 *****					

Semester 3 28 May 2022 – 30 July 2022					
SAT	28 May 22	9.00 – 13.30	1/DC XXX Elective 1	A3-203	
		14.00 – 18.00	1/DC XXX Elective 2	A3-203	
SAT	4 June 22	9.00 – 13.00	2/DC XXX Elective 1	A3-203	
		13.30 – 18.00	2/DC XXX Elective 2	A3-203	
SAT	11 June 22	9.00 – 13.30	3/DC XXX Elective 1	A3-203	
		14.00 – 18.00	3/DC XXX Elective 2	A3-203	
SAT	18 June 22	9.00 – 13.00	4/DC XXX Elective 1	A3-203	
		13.30 – 18.00	4/DC XXX Elective 2	A3-203	
SAT	25 June 22	9.00 – 13.30	5/DC XXX Elective 1	A3-203	
		14.00 – 18.00	5/DC XXX Elective 2	A3-203	
***** Corrected/Completed IS/Thesis Submission: By SAT June 2022 *****					
SAT	2 July 22	9.00 – 13.00	6/DC XXX Elective 1	A3-203	
		13.30 – 18.00	6/DC XXX Elective 2	A3-203	
SAT	9 July 22	9.00 – 13.30	7/DC XXX Elective 1	A3-203	
		14.00 – 18.00	7/DC XXX Elective 2	A3-203	
SAT	16 July 22	9.00 – 13.00	8/DC XXX Elective 1	A3-203	
		13.30 – 18.00	8/DC XXX Elective 2	A3-203	
SAT	23 July 22	9.00 – 13.00	9/DC XXX Elective 1	A3-203	
		14.00 – 18.00	9/DC XXX Elective 2	A3-203	
SAT	30 July 22	9.00 – 13.00	10/DC XXX Elective 1	A3-203	
		14.00 – 18.00	10/DC XXX Elective 2	A3-203	
***** Comprehensive Examination: Approximately SAT 6 Aug 2022 *****					

วิชาและผู้สอน ภาคการศึกษาที่ 1 ปีการศึกษา 2564

<p>สศ. 652 การตลาดด้วยเครื่องมือค้นหา (DC 652 Search Marketing) อาจารย์อรอนงค์ ประทีปไพศาล</p>
<p>สศ. 656 การวางแผนเชิงกลยุทธ์ (DC 656 Strategic Planning) อาจารย์จิตติรัตน์ สุพรจิรพัฒน์</p>
<p>สศ. 651 การวิจัยเชิงปฏิบัติการเพื่อการสื่อสารการตลาดดิจิทัล (TDC 651 Practice-Based Research) ผศ.ดร. ชูติมา เกศดาบุตรตัน ผศ.ดร. ภัทรภร สังขปรีชา ดร. มณฑิรา ธาดาอำนวยการชัย</p>
<p>สศ. 654 การวางแผนกลุ่มผู้ชมโฆษณาและการวางแผนสื่อ (TDC 654 Audience Planning and Channel Planning) อาจารย์ราชศักดิ์ อัครศุภชัย</p>

