

ตารางเรียนประจำภาคการศึกษาที่ 1, 2 และ 3 /2565

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

Section 7341 ห้อง A3-403

updated: 26.07.2022

วิชาและผู้สอน ภาคการศึกษาที่ 1 ปีการศึกษา 2565

สด. 651 การวิจัยเชิงปฏิบัติการเพื่อการสื่อสารการตลาดดิจิทัล (TDC 651 Practice-Based Research) ผศ.ดร. ชุติมา เกศดาบุตรตัน ผศ.ดร. ภัทรภร สังข์ปรีชา ดร. มนทิรา ธาดาอำนวยชัย
สด. 652 การตลาดด้วยเครื่องมือค้นหา (DC 652 Search Marketing) อาจารย์อรอนงค์ ประทีปไพศาล
สด. 654 การวางแผนกลุ่มผู้ชมโฆษณาและการวางแผนสื่อ (TDC 654 Audience Planning and Channel Planning) อาจารย์ราชศักดิ์ อัครศุภชัย
สด. 656 การวางแผนเชิงกลยุทธ์ (DC 656 Strategic Planning) อาจารย์กัญชลี สำลีรัตน์

- ลงทะเบียนภาคการศึกษาที่ 2/2565 วันที่ 11 - 13 มกราคม 2566
- วันหยุดประจำภาค วันที่ 22 ธันวาคม 2565 - 3 มกราคม 2566



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



มีต่อ ↓

Schedule Master of Communication Arts in Digital Marketing Communications 2022/2023

*The schedule is subject to change.

Date		Time	Class		Remarks
SAT	2 July 22	9.00 – 14.00	1/PL 118 Introduction to Digital Marketing		
		14.30 – 18.30	1/PL 119 Introduction to Graduate Studies		
SAT	9 July 22	9.00 – 13.00	2/PL 118 Introduction to Digital Marketing		
		13.30 – 18.30	2/PL 119 Introduction to Graduate Studies		
SAT	16 July 22	9.00 – 14.00	3/PL 118 Introduction to Digital Marketing		
		14.30 – 18.30	3/PL 119 Introduction to Graduate Studies		
SAT	23 July 22	9.00 – 12.00	4/PL 118 Introduction to Digital Marketing		
		13.00 – 17.00	4/PL 119 Introduction to Graduate Studies		
SAT	30 July 22	9.00 – 13.00	5/PL 118 Introduction to Digital Marketing		
		13.30 – 18.30	5/PL 119 Introduction to Graduate Studies		
SAT	6 Aug 22	9.00 – 17.00	DiMC Orientation Camp 2022		
SAT	13 Aug 22	9.00 – 13.30	1/DC 656 Strategic Planning		
		14.30 – 18.30	1/DC 652 Search Marketing		
SAT	20 Aug 22	9.00 – 13.00	2/DC 656 Strategic Planning		
		14.00 – 18.30	2/DC 652 Search Marketing		
SAT	27 Aug 22	9.00 – 13.30	3/DC 656 Strategic Planning		
		14.30 – 18.30	3/DC 652 Search Marketing		
SAT	3 Sep 22	9.00 – 13.00	4/DC 656 Strategic Planning		
		14.00 – 18.30	4/DC 652 Search Marketing		
SAT	10 Sep 22	9.00 – 13.30	5/DC 656 Strategic Planning		
		14.30 – 18.30	5/DC 652 Search Marketing		
SAT	17 Sep 22	9.00 – 13.00	6/DC 656 Strategic Planning		
		14.00 – 18.30	6/DC 652 Search Marketing		
SAT	24 Sep 22	9.00 – 13.30	7/DC 656 Strategic Planning		
		14.30 – 18.30	7/DC 652 Search Marketing		
SAT	1 Oct 22	9.00 – 13.00	8/DC 656 Strategic Planning		
		14.00 – 18.30	8/DC 652 Search Marketing		
SAT	8 Oct 22	9.00 – 13.00	9/DC 656 Strategic Planning		
		14.00 – 18.00	9/DC 652 Search Marketing		
SAT	15 Oct 22	9.00 – 13.00	10/DC 656 Strategic Planning		
		14.00 – 18.00	10/DC 652 Search Marketing		
SAT	22 Oct 22	9.00 – 13.30	1/DC 651 Practice-Based Research		
		14.30 – 18.30	1/DC 654 Audience Panning and Channel Planning		
SAT	29 Oct 22	9.00 – 13.00	2/DC 651 Practice-Based Research		
		14.00 – 18.30	2/DC 654 Audience Panning and Channel Planning		
SAT	5 Nov 22	9.00 – 13.30	3/DC 651 Practice-Based Research		
		14.30 – 18.30	3/DC 654 Audience Panning and Channel Planning		
SAT	12 Nov 22	9.00 – 13.00	4/DC 651 Practice-Based Research		
		14.00 – 18.30	4/DC 654 Audience Panning and Channel Planning		
SAT	19 Nov 22	9.00 – 13.30	5/DC 651 Practice-Based Research		
		14.30 – 18.30	5/DC 654 Audience Panning and Channel Planning		
SAT	26 Nov 22	9.00 – 13.00	6/DC 651 Practice-Based Research		
		14.00 – 18.30	6/DC 654 Audience Panning and Channel Planning		
SAT	3 Dec 22	9.00 – 13.30	7/DC 651 Practice-Based Research		
		14.30 – 18.30	7/DC 654 Audience Panning and Channel Planning		
SAT	10 Dec 22	9.00 – 13.00	8/DC 651 Practice-Based Research		วันรัฐธรรมนูญ
		14.00 – 18.30	8/DC 654 Audience Panning and Channel Planning		

SAT	17 Dec 22	9.00 – 13.00	9/DC 651 Practice-Based Research		
		14.00 – 18.00	9/DC 654 Audience Panning and Channel Planning		
SAT	7 Jan 23	9.00 – 13.00	10/DC 651 Practice-Based Research		
		14.00 – 18.00	10/DC 654 Audience Panning and Channel		
Semester 2 14 Jan 2023 – 3 June 2023					
SAT	14 Jan 23	9.00 – 13.30	1/DC 658 Digital Public Relations		
		14.30 – 18.30	1/DC 653 Brand Storytelling		
SAT	21 Jan 23	9.00 – 13.00	2/DC 658 Digital Public Relations		
		14.00 – 18.30	2/DC 653 Brand Storytelling		
SAT	28 Jan 23	9.00 – 13.30	3/DC 658 Digital Public Relations		
		14.30 – 18.30	3/DC 653 Brand Storytelling		
SAT	4 Feb 23	9.00 – 13.00	4/DC 658 Digital Public Relations		
		14.00 – 18.30	4/DC 653 Brand Storytelling		
SAT	11 Feb 23	9.00 – 13.30	5/DC 658 Digital Public Relations		
		14.30 – 18.30	5/DC 653 Brand Storytelling		
SAT	18 Feb 23	9.00 – 13.00	6/DC 658 Digital Public Relations		
		14.00 – 18.30	6/DC 653 Brand Storytelling		
SAT	25 Feb 23	9.00 – 13.30	7/DC 658 Digital Public Relations		
		14.30 – 18.30	7DC 653 Brand Storytelling		
SAT	4 Mar 23	9.00 – 13.00	8/DC 658 Digital Public Relations		
		14.00 – 18.30	8/DC 653 Brand Storytelling		
SAT	11 Mar 23	9.00 – 13.00	9/DC 658 Digital Public Relations		
		14.00 – 18.00	9/DC 653 Brand Storytelling		
SAT	18 Mar 23	9.00 – 13.00	10/DC 658 Digital Public Relations		
		9.00 – 13.30	10/DC 653 Brand Storytelling		
SAT	25 Mar 23	9.00 – 13.30	1/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	1/DC 655 Performance Marketing		
SAT	1 Apr 23	9.00 – 13.00	2/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	2/DC 655 Performance Marketing		
SAT	8 Apr 23	9.00 – 13.30	3/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	3/DC 655 Performance Marketing		
SAT	22 Apr 23	9.00 – 13.00	4/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	4/DC 655 Performance Marketing		
SAT	29 Apr 23	9.00 – 13.30	5/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	5/DC 655 Performance Marketing		
SAT	6 May 23	9.00 – 13.00	6/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	6/DC 655 Performance Marketing		
SAT	13 May 23	9.00 – 13.30	7/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	7/DC 655 Performance Marketing		
SAT	20 May 23	9.00 – 13.00	8/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	8/DC 655 Performance Marketing		
SAT	27 May 23	9.00 – 13.00	9/DC 660 Marketing Technology and Innovation		
		14.00 – 18.00	9/DC 655 Performance Marketing		
SAT	3 June 23	9.00 – 13.00	10/DC 660 Marketing Technology and Innovation		
		9.00 – 13.30	10/DC 655 Performance Marketing		
***** IS/Thesis Submission: SAT 23, 9.00 – 12.00 *****					
***** IS/Thesis Defense: SUN 23, 9.00 – 17.00 *****					

Semester 3 10 June 2023 – 19 Aug 2023					
SAT	10 June 23	9.00 – 13.30	1/DC XXX Elective 1		
		14.30 – 18.30	1/DC XXX Elective 2		
SAT	17 June 23	9.00 – 13.00	2/DC XXX Elective 1		
		14.00 – 18.30	2/DC XXX Elective 2		
SAT	24 June 23	9.00 – 13.30	3/DC XXX Elective 1		
		14.30 – 18.30	3/DC XXX Elective 2		
SAT	1 July 23	9.00 – 13.00	4/DC XXX Elective 1		
		14.00 – 18.30	4/DC XXX Elective 2		
SAT	8 July 23	9.00 – 13.30	5/DC XXX Elective 1		
		14.30 – 18.30	5/DC XXX Elective 2		
***** Corrected/Completed IS/Thesis Submission: By SAT July 2023 *****					
SAT	15 July 23	9.00 – 13.00	6/DC XXX Elective 1		
		14.00 – 18.30	6/DC XXX Elective 2		
SAT	22 July 23	9.00 – 13.30	7/DC XXX Elective 1		
		14.30 – 18.30	7/DC XXX Elective 2		
SAT	29 July 23	9.00 – 13.00	8/DC XXX Elective 1		
		14.00 – 18.30	8/DC XXX Elective 2		
SAT	5 Aug 23	9.00 – 13.00	9/DC XXX Elective 1		
		14.00 – 18.00	9/DC XXX Elective 2		
SAT	19 Aug 23	9.00 – 13.00	10/DC XXX Elective 1		
		9.00 – 13.30	10/DC XXX Elective 2		
***** Comprehensive Examination: Approximately SAT Aug 2023 *****					