

ตารางเรียนประจำภาคการศึกษาที่ 1 ปีการศึกษา 2566

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

updated: 25.07.2023

Section 7341 ห้อง A3-304

วิชาและผู้สอน ภาคการศึกษาที่ 1 ปีการศึกษา 2566

สด. 651 การวิจัยเชิงปฏิบัติการเพื่อการสื่อสารการตลาดดิจิทัล (TDC 651 Practice-Based Research) ดร.พีรชัย เกิดสินธุ์ ผศ.ดร. ชุตินา เกศดาอยู่รัตน์ ผศ.ดร. ภัทรภร สังขปรีชา ดร. มนทิรา ธาดาอำนวยชัย
สด. 652 การตลาดด้วยเครื่องมือค้นหา (DC 652 Search Marketing) อาจารย์อรอนงค์ ประทีปไพศาล
สด. 654 การวางแผนกลุ่มผู้ชมโฆษณาและการวางแผนสื่อ (TDC 654 Audience Planning and Channel Planning) อาจารย์ราชศักดิ์ อัครสุภชัย
สด. 656 การวางแผนเชิงกลยุทธ์ (DC 656 Strategic Planning) อาจารย์กัญชลิ สำนีรัตน์

- ลงทะเบียนภาคการศึกษาที่ 2/2566 วันที่ 3 - 5 มกราคม 2567
- วันหยุดประจำภาค วันที่ 22 ธันวาคม 2566 - 2 มกราคม 2567

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

Schedule Master of Communication Arts in Digital Marketing Communications 2023/2024

*The schedule is subject to change.

Date		Time	Class		Remarks
SAT	1 July 23	9.00 – 13.00	1/PL 118 Introduction to Digital Marketing		
		14.00 – 18.00	1/PL 119 Introduction to Graduate Studies		
SAT	8 July 23	9.00 – 13.00	2/PL 118 Introduction to Digital Marketing		
		14.00 – 18.00	2/PL 119 Introduction to Graduate Studies		
SAT	15 July 23	9.00 – 13.00	3/PL 118 Introduction to Digital Marketing		
		14.00 – 18.00	3/PL 119 Introduction to Graduate Studies		
SAT	22 July 23	9.00 – 13.30	4/PL 118 Introduction to Digital Marketing		
		14.00 – 18.30	4/PL 119 Introduction to Graduate Studies		
SAT	29 July 23	9.00 – 13.30	5/PL 118 Introduction to Digital Marketing		
		14.00 – 18.30	5/PL 119 Introduction to Graduate Studies		
SAT	5 Aug 23	9.00 – 17.00	DiMC Orientation Camp 2023		
SAT	19 Aug 23	9.00 – 13.30	1/DC 656 Strategic Planning		
		14.30 – 18.30	1/DC 652 Search Marketing		
SAT	26 Aug 23	9.00 – 13.00	2/DC 656 Strategic Planning		
		14.00 – 18.30	2/DC 652 Search Marketing		
SAT	2 Sep 23	9.00 – 13.30	3/DC 656 Strategic Planning		
		14.30 – 18.30	3/DC 652 Search Marketing		
SAT	9 Sep 23	9.00 – 13.00	4/DC 656 Strategic Planning		
		14.00 – 18.30	4/DC 652 Search Marketing		
SAT	16 Sep 23	9.00 – 13.30	5/DC 656 Strategic Planning		
		14.30 – 18.30	5/DC 652 Search Marketing		
SAT	23 Sep 23	9.00 – 13.00	6/DC 656 Strategic Planning		
		14.00 – 18.30	6/DC 652 Search Marketing		
SAT	30 Sep 23	9.00 – 13.30	7/DC 656 Strategic Planning		
		14.30 – 18.30	7/DC 652 Search Marketing		
SAT	7 Oct 23	9.00 – 13.00	8/DC 656 Strategic Planning		
		14.00 – 18.30	8/DC 652 Search Marketing		
SAT	14 Oct 23	9.00 – 13.00	9/DC 656 Strategic Planning		
		14.00 – 18.00	9/DC 652 Search Marketing		
SAT	21 Oct 23	9.00 – 13.00	10/DC 656 Strategic Planning		
		14.00 – 18.00	10/DC 652 Search Marketing		
SAT	28 Oct 23	9.00 – 13.30	1/DC 651 Practice-Based Research		
		14.30 – 18.30	1/DC 654 Audience Panning and Channel Planning		
SAT	4 Nov 23	9.00 – 13.00	2/DC 651 Practice-Based Research		
		14.00 – 18.30	2/DC 654 Audience Panning and Channel Planning		
SAT	11 Nov 23	9.00 – 13.30	3/DC 651 Practice-Based Research		
		14.30 – 18.30	3/DC 654 Audience Panning and Channel Planning		
SAT	18 Nov 23	9.00 – 13.00	4/DC 651 Practice-Based Research		
		14.00 – 18.30	4/DC 654 Audience Panning and Channel Planning		
SAT	25 Nov 23	9.00 – 13.30	5/DC 651 Practice-Based Research		
		14.30 – 18.30	5/DC 654 Audience Panning and Channel Planning		
SAT	2 Dec 23	9.00 – 13.00	6/DC 651 Practice-Based Research		
		14.00 – 18.30	6/DC 654 Audience Panning and Channel Planning		
SAT	9 Dec 23	9.00 – 13.30	7/DC 651 Practice-Based Research		
		14.30 – 18.30	7/DC 654 Audience Panning and Channel Planning		
SAT	16 Dec 23	9.00 – 13.00	8/DC 651 Practice-Based Research		
		14.00 – 18.30	8/DC 654 Audience Panning and Channel Planning		

SAT	6 Jan 24	9.00 – 13.00	9/DC 651 Practice-Based Research		
		14.00 – 18.00	9/DC 654 Audience Panning and Channel Planning		
SAT	13 Jan 24	9.00 – 13.00	10/DC 651 Practice-Based Research		
		14.00 – 18.00	10/DC 654 Audience Panning and Channel		
Semester 2 20 Jan 2024 – 22 June 2024					
SAT	20 Jan 24	9.00 – 13.30	1/DC 658 Digital Public Relations		
		14.30 – 18.30	1/DC 653 Brand Storytelling		
SAT	27 Jan 24	9.00 – 13.00	2/DC 658 Digital Public Relations		
		14.00 – 18.30	2/DC 653 Brand Storytelling		
SAT	3 Feb 24	9.00 – 13.30	3/DC 658 Digital Public Relations		
		14.30 – 18.30	3/DC 653 Brand Storytelling		
SAT	10 Feb 24	9.00 – 13.00	4/DC 658 Digital Public Relations		
		14.00 – 18.30	4/DC 653 Brand Storytelling		
SAT	17 Feb 24	9.00 – 13.30	5/DC 658 Digital Public Relations		
		14.30 – 18.30	5/DC 653 Brand Storytelling		
SAT	2 Mar 24	9.00 – 13.00	6/DC 658 Digital Public Relations		
		14.00 – 18.30	6/DC 653 Brand Storytelling		
SAT	9 Mar 24	9.00 – 13.30	7/DC 658 Digital Public Relations		
		14.30 – 18.30	7/DC 653 Brand Storytelling		
IS follows up 10 Mar (online)					
SAT	16 Mar 24	9.00 – 13.00	8/DC 658 Digital Public Relations		
		14.00 – 18.30	8/DC 653 Brand Storytelling		
SAT	23 Mar 24	9.00 – 13.00	9/DC 658 Digital Public Relations		
		14.00 – 18.00	9/DC 653 Brand Storytelling		
SAT	30 Mar 24	9.00 – 13.00	10/DC 658 Digital Public Relations		
		14.00 – 18.00	10/DC 653 Brand Storytelling		
SAT	20 Apr 24	9.00 – 13.30	1/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	1/DC 655 Performance Marketing		
SAT	27 Apr 24	9.00 – 13.00	2/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	2/DC 655 Performance Marketing		
IS/Thesis Submission 28 April 2024					
SAT	4 May 24	9.00 – 13.30	3/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	3/DC 655 Performance Marketing		
SAT	11 May 24	9.00 – 13.00	4/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	4/DC 655 Performance Marketing		
IS/Thesis Defense: SUN 12 May 2024					
SAT	18 May 24	9.00 – 13.30	5/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	5/DC 655 Performance Marketing		
SAT	25 May 24	9.00 – 13.00	6/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	6/DC 655 Performance Marketing		
SAT	1 June 24	9.00 – 13.30	7/DC 660 Marketing Technology and Innovation		
		14.30 – 18.30	7/DC 655 Performance Marketing		
SAT	8 June 24	9.00 – 13.00	8/DC 660 Marketing Technology and Innovation		
		14.00 – 18.30	8/DC 655 Performance Marketing		
SAT	15 June 24	9.00 – 13.00	9/DC 660 Marketing Technology and Innovation		
		14.00 – 18.00	9/DC 655 Performance Marketing		
SAT	22 June 24	9.00 – 13.00	10/DC 660 Marketing Technology and Innovation		
		14.00 – 18.00	10/DC 655 Performance Marketing		
*****comprehensive Aug 2024 *****					
***** IS/Thesis Defense: SUN 23, 9.00 – 17.00 *****					

Semester 3 29 June 2024 – 31 Aug 2024					
SAT	29 June 24	9.00 – 13.30	1/DC XXX Elective 1		
		14.30 – 18.30	1/DC XXX Elective 2		
SAT	6 July 24	9.00 – 13.00	2/DC XXX Elective 1		
		14.00 – 18.30	2/DC XXX Elective 2		
SAT	13 July 24	9.00 – 13.30	3/DC XXX Elective 1		
		14.30 – 18.30	3/DC XXX Elective 2		
SAT	20 July 24	9.00 – 13.00	4/DC XXX Elective 1		
		14.00 – 18.30	4/DC XXX Elective 2		
SAT	27 July 24	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 2024 *****					
SAT	3 Aug 24	9.00 – 13.00	6/DC XXX Elective 1		
		14.00 – 18.30	6/DC XXX Elective 2		
SAT	10 Aug 24	9.00 – 13.30	7/DC XXX Elective 1		
		14.30 – 18.30	7/DC XXX Elective 2		
SAT	17 Aug 24	9.00 – 13.00	8/DC XXX Elective 1		
		14.00 – 18.30	8/DC XXX Elective 2		
SAT	24 Aug 24	9.00 – 13.00	9/DC XXX Elective 1		
		14.00 – 18.30	9/DC XXX Elective 2		
SAT	31 Aug 24	9.00 – 13.00	10/DC XXX Elective 1		
		14.00 – 18.00	10/DC XXX Elective 2		
***** Comprehensive Examination: Approximately SAT Aug 2024 *****					