

ตารางเรียนประจำภาคการศึกษาที่ 1, 2 และ 3 /2564

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

updated: 23.12.2021

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	7/DC 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 2 ปีการศึกษา 2564

สด. 660 เทคโนโลยีเชิงการตลาดและนวัตกรรม (DC 660 Marketing Technology and Innovation) อาจารย์สุธีรพันธุ์ สักรวัตร
สด. 653 การเล่าเรื่องของแบรนด์ (TDC 653 Brand Storytelling) อาจารย์พงษ์ปิติ ผาสุขยัต
สด. 658 การประชาสัมพันธ์ด้วยสื่อดิจิทัล (TDC 658 Digital Public Relations) อาจารย์จักรพงษ์ คงมาลัย อาจารย์กัญชวลี สำลีรัตน์
สด. 655 การตลาดในเชิงผลประกอบการ (DC 655 Performance Marketing) อาจารย์กัญญ ธัญประณีตกุล อาจารย์จุฑามาศ สุภอมรพันธ์