

**Timetable for Academic Year 2021**  
**Master of Communication Arts in Global Communication**  
**(MCA - GC)**  
**Bangkok University**

<b>2<sup>nd</sup> Semester</b>						
<b>February 5 – July 9, 2022</b>						
<b>Date</b>	<b>Time</b>	<b>Course</b>	<b>Instructor(s)</b>	<b>No. of Hours</b>	<b>Platform</b>	<b>Remark</b>
Feb.5	9.00 - 12.00	<b>Project Briefing</b>	Clients, full-time and part-time lecturers	3	ZOOM	<a href="https://zoom.us/j/7462494708">https://zoom.us/j/7462494708</a>
	13.00 -15.00	<b>Introduction to Campaign Development</b>	GC full-time lecturers	3	ZOOM	
	15.30-18.30	<b>Power Point Presentation Workshop</b>	Dr. Nattawat Wongwilatnurak	3	ZOOM	
Feb. 12	9.00 - 12.00	IS/Thesis Advisory # 1	IS /Thesis advisors	3	ZOOM	
	13.00 - 16.00	<b>EndNote Workshop</b>	Dr.Attipa Julpisit (BU Library Director)	3	ZOOM	
Feb. 19	9.00 - 12.00	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	3	ZOOM	
	13.00 - 18.30	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpapat Indradat	5.5	ZOOM	

January 24, 2022

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Feb. 26	9.00 – 12.00	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpatat Indradat	3	ZOOM	
	13.00 – 18.30	ICA 674: Global Communication Seminar	1. Assoc. Prof. Dr. Pacharporn Kesaparakorn 2. Dr. Arpatat Indradat	5.5	ZOOM	
Mar 5	9.00 - 12.00	<b>Coaching # 1: Situational Analysis (SWOT, PESTEL &amp; Competitive Analysis)</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 1
Mar 12	9.00 - 12.00	<b>Master Class # 1: Cultivating A Growth Mindset</b>	Dr. Siraya Kongsompong	3	ZOOM	Data collection
	13.00 - 18.30	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	5.5	ZOOM	
Mar. 19	9.00 - 12.00	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	3	ZOOM	Data collection
	13.00 – 18.30	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	5.5	ZOOM	
Mar. 26	9.00 – 12.00	<b>Coaching # 2: Communication Objectives and Target Audience</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 -18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 2
<b>April 2 - 17: Songkran Holidays (No Class)</b>						
Apr. 23	9.00 – 12.00	ICA 673: Intercultural Communication	Dr .Isaya Sinponsaporn	3	ZOOM	Data analysis
	13.00 – 18.30	IS /Thesis Advisory # 2	IS /Thesis advisors	5.5	ZOOM	

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Apr. 30	9.00 – 12.00	<b>Coaching # 3: Consumer Insights</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 3
May 7	9.00 - 18.30	IS /Thesis Advisory # 3	IS /Thesis advisors	8.5	ZOOM	Data analysis
<b>May 14: Visakha Bucha Day (No Class)</b>						
May 21	9.00 - 12.00	<b>Coaching # 4: Message and Media Strategy</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 4
May 28	9.00 - 18.30	IS /Thesis Advisory # 4	IS /Thesis advisors	8.5	ZOOM	
June 4	9.00 - 18.30	IS /Thesis Advisory # 5	IS /Thesis advisors	8.5	ZOOM	
June 11	9.00 - 12.00	<b>Coaching # 5: Campaign Execution and Calendar Plan</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 5
June 18	9.00 - 18.30	IS /Thesis Advisory # 6	IS /Thesis advisors	8.5	ZOOM	
June 25	9.00 - 18.30	IS /Thesis Advisory # 7	IS /Thesis advisors	8.5	ZOOM	Submit <b>Chapter 4: Findings</b>
July 2	9.00 - 12.00	<b>Coaching # 6: Budget Allocation and Campaign Evaluation</b>	Both full-time and part-time lecturers	3	ZOOM	
	13.00 - 18.00	ICA 682: Creative Interdisciplinary Project	AJ Surat Ithi-arun	6	ZOOM	Personal group coaching # 6
July 9	9.00 - 18.30	IS /Thesis Advisory # 8	IS/Thesis advisors	8.5	ZOOM	

## Summer Semester July 16 – August 13, 2022

Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark
July 16	9.00 – 12.00	<b>Coaching # 7: Finalizing Campaign</b>	BU lecturers only	3	ZOOM	
	13.00 - 18.30	Preparing for project presentation	Students		ZOOM	
July 23	9.00 - 12.00	<b>Master Class # 2: Thriving, Not Just Surviving</b>	Panelists	3	ZOOM	Submit <b>Chapter 5: Discussions</b>
	13.00 - 16.00	Preparing for project presentation	Students		ZOOM	
July 30	9.00 - 12.00	<b>Project presentation</b>	All lecturers + Clients	3	ZOOM	
	13.00 - 16.00	<b>Project presentation</b>	All lecturers + Clients	3	ZOOM	
	16.30 - 17.30	<b>Concluding Session</b>	BU lecturers only	1	ZOOM	
Aug. 6	9.00 – 12.00	Finalizing IS/thesis proposal manuscript	Plan B students	3	ZOOM	Submit <b>final version of IS manuscript/thesis proposal</b>
	13.00 – 16.00	Finalizing IS/thesis proposal manuscript	IS advisor and students	3	ZOOM	
Aug. 13	9.00 – 12.00	Final Defense - IS	IS advisors and students	3	ZOOM	
	13.00 – 16.00	Final Defense - IS	IS advisors and students	3	ZOOM	
Aug. 20	Submit the adjusted version of IS for format checking					

**Remarks:** This timetable is subjected to change due to unexpected incidents or the Thai government’s official announcement.

Students should follow the advisory schedules strictly in order to complete Independent Study /Thesis within the deadline. Continuous efforts and follow-up of Independent Study and Thesis are required to complete the requirements of the curriculum. **Plan A students** (Thesis) are expected to complete **Thesis proposal** within **August 20, 2022**, and **Thesis** within **May, 2023**. **Plan B students** (Independent study) are expected to complete the Independent Study within **August 20, 2022**.