

**Timetable for Academic Year 2022**  
**Master of Communication Arts - Global Communication**  
**(MCA - GC)**  
**Bangkok University**  
**(July 16, 2022 - August 19, 2023)**

**Preliminary Courses**

Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	July 16	9.00 - 12.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
		13.00-16.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
Sat.	July 23	9.00 - 12.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
		13.00-16.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study

Sat.	July 30	14.00-18.00	GPL 132 Data Analysis and Interpretation	Assoc. Prof. Dr. Ratanasuda Punnahitanond	4	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
Sat.	Aug.6	9.00 - 12.00	GPL 132 Data Analysis and Interpretation	Assoc. Prof. Dr. Ratanasuda Punnahitanond	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
		13.00-18.00	GPL 132 Data Analysis and Interpretation	Assoc. Prof. Dr. Ratanasuda Punnahitanond	5	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
Sat	Aug.8-Sept. 30	Online	EPT 1 English Preparation for Graduate Studies	Online Study		Online	Only for those who are required to enroll it.
Sat.	Aug. 13	9.00 - 12.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn.	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
		13.00-16.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn.	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
Sat.	Aug. 20	9.00 - 12.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn.	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
		13.00-16.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn.	3	Onsite Room A3-401 and online via zoom (Section 7331)	Intro.to Graduate Study
Sat.	Aug. 27	9.00-12.30	Orientation for Graduate study	VP for Academic Affairs Dean, Graduate School & MCA-GC Director	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.30-15.00	International Center Session for International Students	International Center Director	2	Onsite Room A3-401 and online via zoom (Section 7331)	

**First Semester**  
(September 3, 2022 – February 4, 2023)

Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Sept. 3	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401 and online via zoom	
Sat.	Sept. 10	9.00 - 12.00	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	5.5	Room A3-401 and online via zoom	
Sat.	Sept. 17	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401 and online via zoom	
Sat.	Sept. 24	9.00 - 12.00	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	5.5	Room A3-401 and online via zoom	
Sat.	Oct. 1	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Paphajree Vajrapana (Guest Lecturer)	5.5	Room A3-401 and online via zoom	
Sat.	Oct. 8	9.00 - 12.00	ICA 652: Communication Research	Dr. Paphajree Vajrapana (Guest Lecturer)	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	5.5	Room A3-401 and online via zoom	

Sat.	Oct. 15	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401 and online via zoom	
Sat.	Oct. 22	9.00 - 12.00	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	5.5	Room A3-401 and online via zoom	
Sat.	Oct. 29	9.00 - 12.00	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	5.5	Room A3-401 and online via zoom	
Sat.	Nov. 5	9.00 - 12.00	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	3	Room A3-401 and online via zoom	
		13.00 - 18.30	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	5.5	Room A3-401 and online via zoom	
Sat.	Nov. 15- Dec. 15		EPT 2 Advanced Academic English for Graduate Studies			Online	Optional course
Sat.	Nov. 12	9.00 - 12.00	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	3	Onsite Room A3-401 and online via zoom (Section 7331)	Submit <b>Chapter 1: Introduction</b>
		13.00 - 18.30	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	

Sat.	Nov. 19	9.00 - 12.00	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat.	Nov. 26	9.00 - 12.00	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat.	Dec. 3	9.00 - 12.00	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat.	Dec. 10	Holiday: Constitution Day					
Sat.	Dec. 17	10.00 - 12.00	<b>EndNote workshop</b>	BU librarian	2	B4-303 & Online via Zoom	Bring your own notebook computer
		13.00 - 16.00	<b>PowerPoint Presentation workshop</b>	Dr. Nattawat Wongwilatnurak	3	A8-404 & Online via Zoom	
Holidays: Semester Break (December 22 - January 3, 2023) No Class							

Sat.	Jan. 7	9.00 - 12.00	ICA659: Global Brand Communication Strategy ICA	Assoc. Prof. James R. Haft	3	Onsite Room A3-401 and online via zoom (Section 7331)	Submit <b>Chapter 2:</b> Literature Review
		13.00 - 18.30	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat.	Jan.14	9.00 - 12.00	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat	Jan. 21	9.00 - 12.00	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat	Jan. 28	9.00 - 12.00	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	3	Onsite Room A3-401 and online via zoom (Section 7331)	
		13.00 - 18.30	ICA658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	
Sat.	Feb.4	9.00 - 12.00	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	3	Onsite Room A3-401 and online via zoom (Section 7331)	Last day of class for first semester
		13.00 - 18.30	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	5.5	Onsite Room A3-401 and online via zoom (Section 7331)	

**Second Semester**  
(February 11 – July 8, 2023)

Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat	Feb.11	9.00 - 12.00	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	3	Onsite Room A3-401 (Section 7331)	
		13.00 - 18.30	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	5.5	Onsite Room A3-401 (Section 7331)	
Sat	Feb. 18	9.00 - 12.00	Project Briefing	Clients, full-time and part-time lecturers	3	Onsite Room A3-401 (Section 7331)	
		13.00 - 16.30	Introduction to Campaign Development	GC full-time lecturers	3	Onsite Room A3-401 (Section 7331)	
		16.30 - 17.30	Clustering of Students' Group	GC full-time lecturers	1	Onsite Room A3-401 (Section 7331)	
Sat	Feb. 25	9.00 - 12.00	ICA 654: Digital Communication Regulations and Ethics	1. AJ Kritiyanee Buranatrevedhya 2. Assoc. Prof. Dr.Ratanasuda Punnahitanond (Coaching)	3		
		13.00 - 18.30	ICA 654: Digital Communication Regulations and Ethics	1. AJ Kritiyanee Buranatrevedhya 2. Assoc. Prof. Dr.Ratanasuda Punnahitanond (Coaching)	5.5		
Sat	Mar. 4	9.00 - 12.00	ICA 654: Digital Communication Regulations and Ethics	1. AJ Kritiyanee Buranatrevedhya 2. Assoc. Prof. Dr.Ratanasuda Punnahitanond (Coaching)	3		Submit <b>Chapter 3: Research Methodology</b>
		13.00 - 18.30	ICA 654: Digital Communication Regulations and Ethics	1. AJ Kritiyanee Buranatrevedhya 2. Assoc. Prof. Dr.Ratanasuda Punnahitanond (Coaching)	5.5		

Sat	Mar 11	9.00 - 12.00	<b>Coaching #1: Situational Analysis (SWOT, PESTEL &amp; Competitive Analysis)</b>	Both full-time and part-time lecturers	3		Research tool development (Questionnaire, Coding sheets, interview questions)
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Onsite Room A3-307	Personal group coaching # 1 (The first group starts at 11.00 am)
Sat	Mar. 18	9.00 - 12.00	<b>IS/Thesis Advisory # 1</b>		3		Students can schedule the meeting with their supervisor.
		14.00 - 15.30	<b>IS/Thesis guidance</b>	AJ Pitipon Kitirattarkarn Assoc. Prof. Dr.Ratanasuda Punnahitanond	1.5	Online via Zoom	
Sat	Mar. 25	9.00 - 12.00	<b>Coaching # 2: Communication Objectives and Target Audience</b>	Both full-time and part-time lecturers	3	Onsite Room A3-401 or A3-406	
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Onsite Room A3-307	Personal group coaching # 2 (The first group starts at 11.00 am)
Sat	April 1	9.00 - 18.30	<b>IS/Thesis Advisory # 2</b>	IS /Thesis advisors	8.5		Datacollection procedure/ Interviewing process Students can schedule the meeting with their supervisor.
Sat	April 8	9.00 - 12.00	<b>Coaching #3: Consumer Insights</b>	Both full-time and part-time lecturers	3	Onsite Room A3-401 or A3-406	
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Onsite Room A3-307	Personal group coaching # 3 (The first group starts at 11.00 am)
Holidays: Semester Break: Songkran Festival (April 9 - 18, 2023) No class							

Sat	April 22	9.00 – 12.00	<b>Master Class # 1</b>	Soft power and creative industry: Empowering cultural assets in global markets	3	Onsite Room Surat 2	
		13.00 – 18.30	<b>IS/Thesis Advisory # 3</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.
Sat	April 29	9.00 - 12.00	<b>Coaching #4: Message and Media Strategy</b>	Both full-time and part-time lecturers	3	Onsite Room A3-401 or A3-406	
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Onsite Room A3-307	Personal group coaching # 4 (The first group starts at 11.00 am)
Sat	May 6	9.00 - 18.30	<b>IS/Thesis Advisory # 4</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.
Sat	May 13	9.00 – 18.30	<b>IS/Thesis Advisory # 5</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.

Sat	May 20	9.00 - 12.00	<b>Coaching #5: Execution and Calendar Plan</b>	Both full-time and part-time lecturers	3	Online	
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Online	Personal group coaching # 5 (The first group starts at 11.00 am)
Sat	May 27	9.00 - 18.30	<b>IS/Thesis Advisory #6</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.
Sat	June 3*	H.M. Queen Suthida's (Holiday) No class					
Sat	June 10	9.00 - 12.00	<b>Coaching #6: Budget Allocation and Campaign Evaluation</b>	Both full-time and part-time lecturers	3	Online	Submit <b>Chapter 4: Findings</b>
		13.00 - 18.30	ICA 666 Creative Interdisciplinary	AJ Surat Ithi-Arun	5.5	Online	Personal group coaching # 6 (The first group starts at 11.00 am)
Sat	June 17	9.00 - 18.30	<b>IS/Thesis Advisory #7</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.
Sat	June 24	9.00 - 12.00	<b>Coaching #7: Finalizing Campaign</b>	Only full-time lecturers	3	Onsite Room A3-401 or A3-406	
		13.00 - 16.00	Preparing for project presentation	Students	5.5		
Sat	July 1	9.00 - 12.00	<b>Master Class #2</b>				
		13.00 - 18.30	<b>IS/Thesis Advisory #8</b> <b>*Format Checking Workshop</b>	IS/Thesis advisors <b>*AJ Jack Thanongsak</b>	8.5	LINE or Zoom	
Sat	July 8	9.00 - 12.00	Project presentation	All lecturers+ Clients	3		
		13.00 - 16.00	Project presentation	All lecturers+Clients	3		
		16.30 - 17.30	Concluding Session	BU lecturers only	1		

<b>Summer Semester</b> (July 15 - August 19, 2023)							
Sat.	July 15	<b>Buddhist Lent Day: No Class</b>					
Date	Time	Course	Instructor(s)	No. of Hours	Platform	Remark	
Sat	July 22	9.00 - 12.00	ICA 655: Global Communication Seminar	Dr.Nattawat Wongwilatnurak	3		
		13.00 - 18.30	ICA 655: Global Communication Seminar	Dr.Nattawat Wongwilatnurak	5.5		
Sat.	July 29	<b>H.M. The King's Birthday (July 28): No Class</b>					
Sat.	Aug 5	9.00 - 12.00	ICA 655: Global Communication Seminar	Dr.Nattawat Wongwilatnurak	3		
		13.00 - 18.30	ICA 655: Global Communication Seminar	Dr.Nattawat Wongwilatnurak	5.5		
Sat.	Aug. 12	<b>H.M. The Queen Mom's Birthday: No Class</b>					
Sat.	Aug. 19	9.00 - 12.00	IS Defense	Plan B students	3		
		13.00-18.30	IS Defense	Plan B students	5.5		

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

ICA 653, 655, 656, 658, 659 & 661			
<b>Lecture</b> 17 hrs. (8.5 x 2)	<b>Coaching</b> 18 hrs. (3 x 6)	<b>Project Presentation and Concluding Session</b> 7 hrs.	<b>Total</b> 42 hrs.
ICA 651			
<b>Lecture</b> 34 hrs.	<b>Coaching</b> 8 hrs	<b>Project Presentation and Concluding Session</b>	<b>Total</b> 42 hrs.

ICA 652			
	<b>Lecture</b>	<b>Project Briefing /Coaching &amp; Final Presentation)</b>	<b>Total</b>
1. Dr. Suwannamas 2. Dr. Paphajree	33.5 hrs. 8.5 hrs.	---	42 hrs.

ICA 654 & 657			
	<b>Lecture</b>	<b>Project Briefing /Coaching &amp; Final Presentation)</b>	<b>Total</b>
1. AJ Paiboon 2. Dr. Poiluang	17 hrs.	---	42 hrs.
1. Dr. Arpapat 2. AJ Surasri	---	25 hrs.	42 hrs.

ICA 666			
Personal Coaching	Project Briefing	Project Presentation and Concluding Session	Total
33 hrs. (5.5 hrs. x 6)	3	6	42 hrs.

BU Instructors Only	
Advisory Hours for IS/Thesis *	
Advisory hours for IS/Thesis 8 times	Total 51 hours (6 times)*
	IS (30 hours)
	Thesis (21 hours)
Advisors' Progress Report of Students	Dec. 18, March 19, May 7, June 18
IS/Thesis Defense	8.5 hours

Remarks: 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 **their proposal** by **August 19, 2023**, **thesis** within **June, 2024**, and to publish part of their thesis in an acceptable academic journal or international conference by **December 2024**.
- **Plan B students** (Independent study) are expected to complete the Independent Study within **August 19, 2023**.