

**Timetable for Academic Year 2023**  
**Master of Communication Arts - Global Communication**  
**(MCA - GC)**

**Bangkok University**  
**(July 8, 2023 - August 10, 2024)**

**Room A3-401**

**Preliminary Courses**

<b>Date</b>		<b>Time</b>	<b>Course</b>	<b>Instructor(s)</b>	<b>No. of Hours</b>	<b>Platform</b>	<b>Remark</b>
Sat.	July 8	9.00 - 12.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3		Intro. to Graduate Study
		13.00-16.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3		Intro. to Graduate Study
Sat.	July 15	9.00 - 12.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3		Intro. to Graduate Study
		13.00-16.00	GPL 133 Cultural Diversity and Globalized Communication	Dr. Rungthip Chotnapalai	3		Intro. to Graduate Study

Sat.	July 22	9.00 - 12.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3		Intro. to Graduate Study
		13.00-16.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3		Intro. to Graduate Study
Sat.	July 29	9.00 - 12.00	GPL 132 Data Analysis and Interpretation	Dr. Paphajree Vajrapana	3		Intro. to Graduate Study
		13.00-16.00	GPL 132 Data Analysis and Interpretation	Dr. Paphajree Vajrapana	3		Intro. to Graduate Study
Sat	TBC	TBC	EPT 1 English Preparation for Graduate Studies	TBC			Only for those who are required to enroll it.
Sat.	Aug. 5	9.00 - 12.00	GPL 132 Data Analysis and Interpretation	Dr. Paphajree Vajrapana	3		Intro. to Graduate Study
		13.00-16.00	GPL 132 Data Analysis and Interpretation	Dr. Paphajree Vajrapana	3		Intro. to Graduate Study
<b>August 12, 2023 Queen Mom's Birthday (national holiday): No class</b>							
Sat.	Aug. 19	9.00 - 12.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3		Intro. to Graduate Study
		13.00-16.00	GPL 131 Academic Reading and Writing in Communication	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3		Intro. to Graduate Study
Sat.	Aug. 26	9.00-12.30	Orientation for Graduate study	VP for Academic Affairs Dean, Graduate School & MCA-GC Director	3		
		13.30-15.00	International Center Session for International Students	International Center Director	2		

<b>First Semester</b> (September 2, 2023 – February 3, 2024)							
Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Sept. 2	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	3	Room A3-401	
		13.00 – 18.30	ICA 651: Global Communication Theories and Application	Assoc. Prof. Dr. Pacharaporn Kesaparakorn	5.5	Room A3-401	
Sat.	Sept. 9	9.00 – 12.00	ICA 652: Communication Research	Dr.Suwannamas Lekngam Wongwilatnurak	3	Room A3-401	
		13.00 – 18.30	ICA 651: Global Communication Theories and Application	Dr.Yaninee Petcharanan	5.5	Room A3-401	
Sat.	Sept. 16	9.00 – 12.00	ICA 652: Communication Research	Dr.Suwannamas Lekngam Wongwilatnurak	3	Room A3-401	
		13.00 – 18.00	ICA 651: Global Communication Theories and Application	Dr.Yaninee Petcharanan	5	Room A3-401	
Sat.	Sept. 23	9.00 – 12.00	ICA 652: Communication Research	Assoc. Prof. Dr.Ratanasuda Punnahitanond	3	Room A3-401	
		13.00 – 18.30	ICA 652: Communication Research	Assoc. Prof. Dr.Ratanasuda Punnahitanond	5.5	Room A3-401	
Sat.	Sept. 30	9.00 – 12.00	ICA 651: Global Communication Theories and Application	Dr.Yaninee Petcharanan	3	Room A3-401	
		13.00 – 18.30	ICA 652: Communication Research	Dr.Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401	
Sat.	Oct. 7	9.00 – 12.00	ICA 652: Communication Research	Dr.Suwannamas Lekngam Wongwilatnurak	3	Room A3-401	
		13.00 – 18.30	ICA 651: Global Communication Theories and	Dr.Yaninee Petcharanan	5.5	Room A3-401	

			Application				
Sat.	Oct. 14	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401	
Sat.	Oct. 21	9.00 - 12.00	ICA 651: Global Communication Theories and Application	Dr. Yaninee Petcharanan	3	Room A3-401	
		13.00 - 18.30	ICA 652: Communication Research	Dr. Suwannamas Lekngam Wongwilatnurak	5.5	Room A3-401	
Sat.	TBC.		EPT 2 Advanced Academic English for Graduate Studies				Optional course
Sat.	Oct. 28	9.00 - 12.00	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	3	Room A3-401	
		13.00 - 18.30	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	5.5	Room A3-401	
Sat.	Nov. 4	9.00 - 12.00	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	3	Room A3-401	Submit <b>Chapter 1: Introduction</b>
		13.00 - 18.30	ICA 656: Global Communication Policy and Implementation	Dr. Somchat Visitchaichan	5.5	Room A3-401	

Sat.	Nov. 11	9.00 - 12.00	ICA 656: Global Communication Policy and Implementation	1. Dr. Somchat Visitchaichan	3	Room A3-401	
		13.00 - 18.30	ICA 656: Global Communication Policy and Implementation	1. Dr. Somchat Visitchaichan	5.5	Room A3-401	
Sat.	Nov. 18	9.00 - 12.00	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	3	Room A3-401	
		13.00 - 18.30	ICA 657: Social Listening and Audience Insights Analysis	1. Dr. Poiluang Kongsongsaen 2. AJ Surasri Pramuke (Coaching)	5.5	Room A3-401	
Sat.	Nov. 25	10.00 - 12.00	<b>EndNote workshop</b>	BU librarian	2		Bring your own notebook computer
		13.00 - 16.00	<b>PowerPoint Presentation workshop</b>	Dr. Nattawat Wongwilatnurak	3		
Sat	Dec. 2	9.00 - 12.00	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	3	Room A3-401	
		13.00 - 18.30	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	5.5	Room A3-401	
Sat	Dec. 9	9.00 - 12.00	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	3	Room A3-401	
		13.00 - 18.30	ICA 653: International Communication and Intercultural Communication	Dr. Isaya Sinpongsporn	5.5	Room A3-401	
Sat.	Dec. 16	9.00 - 12.00	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3	Room A3-401	Submit <b>Chapter 2:</b> Literature Review

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		13.00 -18.30	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5	Room A3-401	
<b>Holidays: Semester Break (December 22, 2023 - January 2,2024)</b> <b>No Class</b>							
Sat.	Jan. 6	9.00 - 12.00	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	3		
		13.00 -18.30	ICA659: Global Brand Communication Strategy	Assoc. Prof. James R. Haft	5.5		
<b>13-20 Jan. 2024 Overseas Program at Hanyang University</b> <b>Remark: Students who join the overseas program at Hanyang University can make the credit transfer (3 credits) for the course ICA655 Global Communication Seminar</b>							
Sat	Jan. 27	9.00 - 12.00	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	3		
		13.00 -18.30	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	5.5		
Sat	Feb 3.	9.00 - 12.00	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	3		
		13.00 -18.30	ICA661: International Communication Campaign Planning	AJ Paphop Ruchutrakul	5.5		

<b>Second Semester</b> (February 10 – July 13, 2024)							
Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat.	Feb. 10	9.00 - 12.00	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	3		Submit <b>Chapter 3:</b> Research Methodology
		13.00 -18.30	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	5.5		
Sat.	Feb. 17	9.00 - 12.00	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	3		
		13.00 -18.30	ICA 658: Global Digital Media and Innovation Management	Dr. Pitipon Kitirattarkarn	5.5		
Sat.	Feb. 24	9.00 -12.00	ICA 654: Digital Communication Regulations and Ethics	1. Dr. Sudarat Disayawattana Chantrawatanakul 2. Assoc. Prof. Dr. Ratanasuda Punnahitanond (Coaching)	3		<b>Research tool development</b> (Questionnaire, Coding sheets, interview questions)
		13.00 -18.30	ICA 654: Digital Communication Regulations and Ethics	1. Dr. Sudarat Disayawattana Chantrawatanakul 2. Assoc. Prof. Dr. Ratanasuda Punnahitanond (Coaching)	5.5		
Sat.	Mar. 2	9.00 -12.00	ICA 654: Digital Communication Regulations and Ethics	1. Dr. Sudarat Disayawattana Chantrawatanakul 2. Assoc. Prof. Dr. Ratanasuda Punnahitanond (Coaching)	3		
		13.00 -18.30	ICA 654: Digital Communication Regulations and Ethics	1. Dr. Sudarat Disayawattana Chantrawatanakul 2. Assoc. Prof. Dr. Ratanasuda Punnahitanond (Coaching)	5.5		

Sat.	Mar. 9	9.00 -12.00	Project Briefing	Clients, full-time and part-time lecturers	3		
		13.00 -16.30	Introduction to Campaign Development	GC full-time lecturers	3		
		16.30-17.30	Clustering of Students' Group	GC full-time lecturers	1		
Sat.	Mar. 16	9.00 -12.00	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	3		Project debriefing
		13.00 -18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 1: <b>Situational Analysis</b>
Sat.	Mar. 23	9.00 -12.00	<b>Master Class #1</b>	TBC	3		Data collection
		13.00 -16.00	<b>IS/Thesis Guidance</b>	Meet your advisor	3		
Sat	Mar. 30	9.00 – 12.00	<b>Coaching #1: Situational Analysis (SWOT, PESTEL &amp; Competitive Analysis)</b>	Both full-time and part-time lecturers	3		
		13.00 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 2: <b>Communication Objectives and Target Audience</b>
Holidays: Semester Break: Songkran Festival (April 6 - 16, 2024) No class							



Sat.	Apr. 20	9.00 – 12.00	<b>Coaching # 2: Communication Objectives and Target Audience</b>	Both full-time and part-time lecturers	3		
		13.00 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 3: <b>Consumer Insights</b>
Sat.	April 27	9.00 – 12.00	<b>Master Class # 2</b>		3		
		13.00-16.00	<b>IS/Thesis Advisory #1</b>	IS/Thesis advisors			Students can schedule the meeting with their supervisor.
<b>May 4: Coronation Day (Holiday)</b> No class							
Sat	May 11	9.00 – 12.00	<b>Coaching#3: Consumer Insights</b>	Both full-time and part-time lecturers	3		<b>Data Analysis</b> - Students need to bring their statistical data to the class.
		13.00 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 4: <b>Message and Media Strategy</b>
Sat	May 18	9.00 - 18.30	<b>IS/Thesis Advisory # 2</b>	IS/Thesis advisors	8.5		Students can schedule the meeting with their supervisor.
Sat.	May 25	9.00 - 12.00	<b>Coaching #4: Message and Media Strategy</b>	Both full-time and part-time lecturers	3		
		13.00 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 5: <b>Execution and Calendar Plan</b>

Sat.	June 1	9.00 – 12.00	ICA 652: Communication Research <b>(IS/Thesis Advisory # 3)</b>	Assoc. Prof. Wathna Soonthorndhai IS/Thesis advisors	3		Data Analysis - Students need to bring their statistical data to the class.
		13.00 – 18.00	ICA 652: Communication Research <b>(IS/Thesis Advisory # 3)</b>	Assoc. Prof. Wathna Soonthorndhai IS/Thesis advisors	5		
Sat.	June 8	9.00 - 12.00	<b>Coaching #5: Execution and Calendar Plan</b>	Both full-time and part-time lecturers	3		
		13.00 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	5.5		Personal group coaching # 6: <b>Budget Allocation and Campaign Evaluation</b>
Sat.	June 15	9.00 – 18.30	<b>IS/Thesis Advisory # 4</b>	IS/Thesis advisors	8.5		Submit <b>Chapter 4: Research Findings</b> Students can schedule the meeting with their supervisor.
Sat.	June 22	9.00 – 12.00	<b>Coaching #6: Budget Allocation and Campaign Evaluation</b>	Both full-time and part-time lecturers	3		
		12.30 – 18.30	ICA 666 Creative Interdisciplinary Project	AJ Kittipong Veerataecha	6		Pitching workshop
Sat.	June 29	9.00 - 18.30	<b>IS/Thesis Advisory #5</b>	IS/Thesis advisors	8.5		Submit <b>Chapter 5: Discussion</b> Students can schedule the meeting with their supervisor.

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Sat.	July 6	9.00 - 12.00	<b>Coaching #7: Finalizing Campaign</b>	Only full-time lecturers	3		
		13.00 - 16.00	Preparing for project presentation	Students	5.5		
Sat.	July 13	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		

**Summer Semester**  
( July 27 – August 24, 2024)

Date		Time	Course	Instructor(s)	No. of Hours	Platform	Remark
Sat	July 20	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 27	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. 3	9.00 - 18.30	<b>IS/Thesis Advisory # 7</b> *Format Checking Workshop	IS/Thesis advisors *AJ Thanongsak	8.5		
Sat.	Aug. 10	9.00 - 12.00	IS Defense	Plan B students	3		
		13.00-18.30	IS Defense	Plan B students	5.5		
Sat.	Aug. 24	9.00 - 18.30	Submission of the adjusted version of IS based on Committee's advice				

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

ICA 651, 652			
Lecturer	Lecture	Project Briefing/Coaching & Final Presentation)	Total
ICA652 1. Dr. Suwannamas	25.5 hrs.	-	42 hrs.
2. Assoc. Prof. Dr. Ratanasuda	8.5 hrs.	-	
3. Assoc. Prof. Wathna	8 hrs.	-	
ICA651 1. Dr. Yaninee	25 hrs.	-	42 hrs.
2. Assoc. Prof. Dr. Pacharaporn	8.5 hrs.	8.5 hrs.	

ICA 654, 657			
Lecturer	Lecture	Project Briefing/Coaching & Final Presentation)	Total
ICA654 1. Dr. Sudarat	17 hrs.	-	42 hrs.
2. Assoc. Prof. Dr. Ratanasuda	-	25 hrs.	
ICA657 1. Dr. Poiluang	17 hrs.	-	42 hrs.
2. AJ Surasri & AJ Saranyapat	-	25 hrs.	

ICA 666			
Personal Coaching	Project Briefing	Pitching 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	April 27, May 11, May 25, June 8, June 22, July 6
IS/Thesis Defense	8.5 hours

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 **their proposal** by **August, 2024**, **thesis** within **June, 2025**, and to publish part of their thesis in an acceptable academic journal or international conference by **December 2025**.  
**Plan B students**(Independent study) are expected to complete the Independent Study within **August, 2024**

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