

ตารางเรียนประจำภาคการศึกษาที่ 2/2568

หลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาวิชาการสื่อสารการตลาดดิจิทัล (ภาควันเสาร์)

Section 7341 ห้อง A3-304

updated: 12.12.2568

สด. 660 เทคโนโลยีเชิงการตลาดและนวัตกรรม (DC 660 Marketing Technology and Innovation) อาจารย์ชนัญญา เลาะห์พันธุ์
สด. 674 การสัมมนาการสื่อสารการตลาดดิจิทัลแบบบูรณาการ (DC 674 Integrated Digital Marketing Communication Seminar) อาจารย์สุธีรพันธุ์ สักรวัตร
สด. 620 การวิเคราะห์ข้อมูลและนำเสนอข้อมูลเชิงภาพ (TDC 620 Data Analytics and Visualization) อาจารย์ อนันท์ ตีระบูรณะพงษ์
สด. 671 การตลาดเชิงเนื้อหา (DC 671 Content Marketing) รองศาสตราจารย์ ดร.ชุติมา เกศดาบูรณ์

- ลงทะเบียนภาคการศึกษาที่ 3/2568      วันที่ 10 - 12 มิถุนายน 2569
- วันหยุดประจำภาค      วันที่ 5 - 15 เมษายน 2569

ตารางเรียนมีต่อ

DIMC #12				
DATE	Time	Class		Remarks
<b>Preliminary Course 5 July – 2 August 2025</b>				
SAT	5 July 25	9.00-13.30	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
SAT	12 July 25	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.30	PL 119 Introduction to Graduate Studies	
SAT	19 July 25	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
SAT	26 July 25	9.00-13.00	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.30	PL 119 Introduction to Graduate Studies	
SAT	2 Aug 25	9.00-13.30	PL 118 Introduction to Digital Marketing Communications	
		14.00-18.00	PL 119 Introduction to Graduate Studies	
<b>Semester 1/2025 Block 1 9 August – 18 October 2025</b>				
SAT	9 Aug 25	9.00-13.30	1/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	1/DC 673 Digital Marketing Strategic Planning	
SAT	16 Aug 25	9.00-13.30	2/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	2/DC 673 Digital Marketing Strategic Planning	
SAT	23 Aug 25	9.00-13.30	<b>DIMC Orientation Camp</b>	
		14.30-18.30		
SAT	30 Aug 25	9.00-13.00	3/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.00	3/DC 673 Digital Marketing Strategic Planning	
SAT	6 Sep 25	9.00-13.30	4/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.30-18.30	4/DC 673 Digital Marketing Strategic Planning	
SAT	13 Sep 25	9.00-13.00	5/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	5/DC 673 Digital Marketing Strategic Planning	
SAT	20 Sep 25	9.00-13.00	6/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	6/DC 673 Digital Marketing Strategic Planning	
SAT	27 Sep 25	9.00-13.00	7/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	7/DC 673 Digital Marketing Strategic Planning	
SAT	4 Oct 25	9.00-13.00	8/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.30	8/DC 673 Digital Marketing Strategic Planning	
SAT	11 Oct 25	9.00-13.00	9/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.00	9/DC 673 Digital Marketing Strategic Planning	
SAT	18 Oct 25	9.00-13.00	10/DC 669 Practice-Based Research for Digital Marketing Communications	
		14.00-18.00	10/DC 673 Digital Marketing Strategic Planning	
<b>Semester 1/2025 Block 2 25 October – 20 December 2025</b>				
SAT	25 Oct 25	9.00-13.30	1/DC670 Search and Biddable Media Marketing	
		14.30-18.30	1/DC672 Audience and Digital Channel Planning	
SAT	1 Nov 25	9.00-13.30	2/DC670 Search and Biddable Media Marketing	
		14.30-18.30	2/DC672 Audience and Digital Channel Planning	
SAT	8 Nov 25	9.00-13.30	3/DC670 Search and Biddable Media Marketing	
		14.30-18.30	3/DC672 Audience and Digital Channel Planning	
SAT	15 Nov 25	9.00-13.30	4/DC670 Search and Biddable Media Marketing	
		14.30-18.30	4/DC672 Audience and Digital Channel Planning	
SAT	22 Nov 25	9.00-13.00	5/DC670 Search and Biddable Media Marketing	
		14.00-18.30	5/DC672 Audience and Digital Channel Planning	
SAT	29 Nov 25	9.00-13.00	6/DC670 Search and Biddable Media Marketing	
		14.00-18.30	6/DC672 Audience and Digital Channel Planning	
SAT	6 Dec 25	9.00-13.00	7/DC670 Search and Biddable Media Marketing	
		14.00-18.30	7/DC672 Audience and Digital Channel Planning	
SAT	13 Dec 25	9.00-13.00	8/DC670 Search and Biddable Media Marketing	
		14.00-18.30	8/DC672 Audience and Digital Channel Planning	
SAT	20 Dec 25	9.00-13.00	9/DC670 Search and Biddable Media Marketing	
		14.00-18.00	9/DC672 Audience and Digital Channel Planning	
SAT	-	9.00-13.00	10/DC670 Search and Biddable Media Marketing	TBC ขอเรียนวันอาทิตย์ทางออนไลน์
SAT	-	14.00-18.00	10/DC672 Audience and Digital Channel Planning	TBC ขอเรียนวันอาทิตย์ทางออนไลน์

**Semester Break: 21 December 2025 – 1 January 2026**

**Semester 2/2025 Block 1 3 January – 7 March 2026**

SAT	3 Jan 26	9.00-13.30	1/DC671 Content Marketing		
		14.30-18.30	1/DC660 Marketing Technology and Innovation		
SAT	10 Jan 26	9.00-13.30	2/DC671 Content Marketing		
		14.30-18.30	2/DC660 Marketing Technology and Innovation		
SAT	17 Jan 26	9.00-13.30	3/DC671 Content Marketing		
		14.30-18.30	3/DC660 Marketing Technology and Innovation		
SAT	24 Jan 26	9.00-13.30	4/DC671 Content Marketing		
		14.30-18.30	4/DC660 Marketing Technology and Innovation		
SAT	31 Jan 26	9.00-13.00	5/DC671 Content Marketing		
		14.00-18.30	5/DC660 Marketing Technology and Innovation		
SAT	7 Feb 26	9.00-13.00	6/DC671 Content Marketing		
		14.00-18.30	6/DC660 Marketing Technology and Innovation		
SAT	14 Feb 26	9.00-13.00	7/DC671 Content Marketing		
		14.00-18.30	7/DC660 Marketing Technology and Innovation		
SAT	21 Feb 26	9.00-13.00	8/DC671 Content Marketing		
		14.00-18.30	8/DC660 Marketing Technology and Innovation		
SAT	28 Feb 26	9.00-13.00	9/DC671 Content Marketing		
		14.00-18.00	9/DC660 Marketing Technology and Innovation		
SAT	7 Mar 26	9.00-13.00	10/DC671 Content Marketing		
		14.00-18.00	10/DC660 Marketing Technology and Innovation		

**Semester 2/2025 Block 2 14 March – 23 May 2026**

SAT	14 Mar 26	9.00-13.30	1/DC620 Data Analytics and Visualization		
		14.30-18.30	1/DC674 Integrated Marketing Communications Seminar		
SAT	21 Mar 26	9.00-13.30	2/DC620 Data Analytics and Visualization		
		14.30-18.30	2/DC674 Integrated Marketing Communications Seminar		
SAT	28 Mar 26	9.00-13.30	3/DC620 Data Analytics and Visualization		
		14.30-18.30	3/DC674 Integrated Marketing Communications Seminar		
SAT	4 April 26	9.00-13.30	4/DC620 Data Analytics and Visualization		
		14.30-18.30	4/DC674 Integrated Marketing Communications Seminar		

**Semester Break: 6 April – 15 April 2026**

SAT	18 Apr 26	9.00-13.00	5/DC620 Data Analytics and Visualization		
		14.00-18.30	5/DC674 Integrated Marketing Communications Seminar		
SAT	25 Apr 26	9.00-13.00	6/DC620 Data Analytics and Visualization		
		14.00-18.30	6/DC674 Integrated Marketing Communications Seminar		
SAT	2 May 26	9.00-13.00	7/DC620 Data Analytics and Visualization		
		14.00-18.30	7/DC674 Integrated Marketing Communications Seminar		
SAT	9 May 26	9.00-13.00	8/DC620 Data Analytics and Visualization		
		14.00-18.30	8/DC674 Integrated Marketing Communications Seminar		
SUN	10 May 26	9.00 – 12.00	IS/Thesis Defense		
		13.00 – 18.00	IS/Thesis Defense		
SAT	16 May 26	9.00-13.00	9/DC620 Data Analytics and Visualization		
		14.00-18.00	9/DC674 Integrated Marketing Communications Seminar		
SAT	23 May 26	9.00-13.00	10/DC620 Data Analytics and Visualization		
		14.00-18.00	10/DC674 Integrated Marketing Communications Seminar		

**Semester 3 30 May –1 August 2026**

SAT	30 May 26	9.00-13.30	1/DC xxx Elective Course I		
		14.30-18.30	1/DC xxx Elective Course II		
SAT	6 Jun 26	9.00-13.30	2/DC xxx Elective Course I		
		14.30-18.30	2/DC xxx Elective Course II		
SAT	13 Jun 26	9.00-13.30	3/DC xxx Elective Course I		
		14.30-18.30	3/DC xxx Elective Course II		
SAT	20 Jun 26	9.00-13.30	4/DC xxx Elective Course I		
		14.30-18.30	4/DC xxx Elective Course II		
SAT	27 Jun 26	9.00-13.00	5/DC xxx Elective Course I		
		14.00-18.30	5/DC xxx Elective Course II		

SAT	4 Jul 26	9.00-13.00	6/DC xxx Elective Course I		
		14.00-18.30	6/DC xxx Elective Course II		
SAT	11 Jul 26	9.00-13.00	7/DC xxx Elective Course I		
		14.00-18.30	7/DC xxx Elective Course II		
SAT	18 Jul 26	9.00-13.00	8/DC xxx Elective Course I		
		14.00-18.30	8/DC xxx Elective Course II		
SAT	25 Jul 26	9.00-13.00	9/DC xxx Elective Course I		
		14.00-18.00	9/DC xxx Elective Course II		
SAT	1 Aug 26	9.00-13.00	10/DC xxx Elective Course I		
		14.00-18.00	10/DC xxx Elective Course II		

Comprehensive Examination: TBC SATURDAY mid-August 2026 9.00 – 13.00

\*\*\*The schedule is subject to change without prior notice.\*\*\*