



**BANGKOK
UNIVERSITY
GRADUATE SCHOOL**

M.COM.ARTS

MASTER OF COMMUNICATION ARTS
(GLOBAL COMMUNICATION)

2019 ENTRANTS
(INTERNATIONAL PROGRAM)
SATURDAY CLASS

DEGREE PLAN
FOR GRADUATE STUDENT

M.Com.Arts (Global Communication)
(International Program)
Curriculum

| Year | Course | Course Code | Course Title | Credits | Prereq. |
|------|---------------------------|--|--|-----------|---------|
| | PRELIMINARY COURSES | PL 121 | Academic Reading and Writing in Communication | - | - |
| | | PL 122 | Data Analysis and Interpretation | - | - |
| | | PL 123 | Cultural Diversity and Globalization | - | - |
| | | PL 124 | Communication in the Transformational World | - | - |
| 1 | CORE COURSES | ICA 671 | Global Communication Theories and Application | 3 | - |
| | | ICA 672 | Communication Research | 3 | - |
| | | ICA 673 | Intercultural Communication Strategy | 3 | - |
| | | ICA 674 | Global Communication Seminar | 3 | - |
| | | Total Number of Core Courses | | 12 | - |
| 1 | PROFESSIONAL CORE COURSES | ICA 675 | Corporate Communication Policy | 3 | - |
| | | ICA 676 | Data Analytics and Consumer Insights | 3 | - |
| | | ICA 677 | Global Digital Media and Innovation Management | 3 | - |
| | | ICA 678 | Public Issues in Asia | 3 | - |
| | | ICA 679 | Global Brand Communications Strategy | 3 | - |
| | | Total Number of Professional Core Courses | | 15 | - |

*** Plan A**

| Course | Course Code | Course Title | Credits |
|--------|-------------|--|-----------|
| THESIS | ICA 700 | Students have to register as required of thesis registration (Pass prerequisite : ICA 672 Communication Research) | 12 |
| | | Total | 12 |

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 3 courses or 12 credits hours, one of which must be ICA 701 Independent Study (6 credits).

| Course | Course Code | Course Title | Credits |
|----------------------|-------------|---|---------|
| INDEPENDENT ELECTIVE | ICA 701 | Independent Study (Pass prerequisite : ICA 672 Communication Research) | 6 |
| ELECTIVE COURSES | ICA 680 | Media Literacy | 3 |
| | ICA 681 | International Advertising Campaign Planning | 3 |
| | ICA 682 | Creative Interdisciplinary Project | 3 |
| | ICA 683 | Corporate Social Responsibility and Sustainability | 3 |
| | ICA 684 | Health Communication and Advocacy | 3 |
| | ICA 685 | Collaboration Methods in Conflict Resolution | 3 |

BANGKOK UNIVERSITY
 Program of Study
 M.Com.Arts (Global Communication)
 (International Program: Saturday Class)
 1st Semester 2019 Entrants

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses

Section 7311

| Course Code | Course Title | Credits |
|-------------|---|---------|
| PL 121 | Academic Reading and Writing in Communication | - |
| PL 122 | Data Analysis and Interpretation | - |

First Semester (1/2019: Aug. – Dec., 2019)

Section 7311

| Course Code | Course Title | Credits |
|-------------|---|---------|
| ICA 671 | Global Communication Theories and Application | 3 |
| ICA 673 | Intercultural Communication Strategy | 3 |
| ICA 675 | Corporate Communication Policy | 3 |
| ICA 676 | Data Analytics and Consumer Insights | 3 |
| | Total (Plan A & Plan B) | 12 |

Second Semester (2/2019: Jan. – May, 2020)

Section 7311

| Course Code | Course Title | Credits |
|-------------|--|---------|
| ICA 672 | Communication Research | 3 |
| ICA 677 | Global Digital Media and Innovation Management | 3 |
| ICA 678 | Public Issues in Asia | 3 |
| ICA 679 | Global Brand Communications Strategy | 3 |
| ICA 700 | Thesis (Plan A) (Prereq. ICA 672) | 6 |
| ICA 701 | Independent Study (Plan B) (Prereq. ICA 672) | 6 |
| | Total (Plan A & Plan B) | 18 |

BANGKOK UNIVERSITY
 Program of Study
 M.Com.Arts (Global Communication)
 (International Program: Saturday Class)
 1st Semester 2019 Entrants

Summer Session (3/2019: Jun. – Jul., 2020)

Section 7311

| Course Code | Course Title | Credits |
|-------------|---|---------|
| ICA 674 | Global Communication Seminar | 3 |
| ICA 681 | International Advertising Campaign Planning (Elective I) Plan B) | 3 |
| ICA 682 | Creative Interdisciplinary Project (Elective II) (Plan B) | 3 |
| ICA 700 | Thesis (Plan A) | 6 |
| | Total (Plan A & Plan B) | 9 |

Note :

For Thesis Program (Plan A)

| | | |
|---------------------------|----|---------|
| General Core Courses | 12 | credits |
| Professional Core Courses | 15 | credits |
| Thesis | 12 | credits |
| Total | 39 | credits |

For Non-Thesis Program (Plan B)

| | | |
|---------------------------|----|---------|
| General Core Courses | 12 | credits |
| Professional Core Courses | 15 | credits |
| Elective Courses | 6 | credits |
| Independent Study | 6 | credits |
| Total | 39 | credits |

Plan B: Pass comprehensive examination (registration: July 2020)

**For more details (such as registration or examination exact dates) please check
 “Comprehensive Examination Schedule” via admission.bu.ac.th/grad*

Student's Grade Record

M.Com.Arts
(Global Communication)

| Preliminary Courses | S | U | Exempted | Semester/ Academic Year |
|--|---|---|----------|----------------------------|
| PL 121 Academic Reading and Writing in Communication | | | | |
| PL 122 Data Analysis and Interpretation | | | | |

| Semester | Academic Year | Core/Elective Courses | Course Code | Credit | Grade | GPA | CUM GPA |
|----------|---------------|-----------------------|-------------|--------|-------|-----|---------|
| 1 | 2019 | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 2 | 2019 | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 3 | 2019 | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

Thesis (Plan A)

Title of Thesis

.....
.....
.....
.....
.....
.....
.....
.....

Name of Thesis Advisors

Advisor :

.....

Co advisor :

.....

Thesis (Plan A)

| Semester/ Academic Year | Attempt | Total Credits | Date of Thesis Proposal Defense | Date of Thesis Oral Defense |
|-------------------------------|---------|------------------|------------------------------------|--------------------------------|
| | 1 | 3 | | |
| | 2 | | | |
| | | | | |
| | | | | |
| | Total | | | |

Name of External Committee :

Date of Submission of Thesis :

| Semester/ Academic Year | Attempt | Total Credits | Date of Thesis Proposal Defense | Date of Thesis Oral Defense |
|-------------------------------|---------|------------------|------------------------------------|--------------------------------|
| | | 1 | | |
| | | 1 | | |
| | | 1 | | |
| | | 1 | | |
| | | 1 | | |
| | | 1 | | |

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour (4,000 baht) until the completion of thesis.

Comprehensive Examination (Plan B)

| Academic Year | Semester | Comprehensive Examination | Number of Attempts | Result | Remarks |
|---------------|----------|---------------------------|--------------------|--------|---------|
| | | Comprehensive Exam. | | | |
| | | Comprehensive Exam. | | | |
| | | Comprehensive Exam. | | | |

Remark :

Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee of \$ 1,000 to maintain their student status.