



BANGKOK UNIVERSITY GRADUATE SCHOOL

M.Com.Arts

**Master of Communication Arts
(Global Communication)**

2021 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

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 1st Semester 2021 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 (1/2021: Aug. – Dec., 2021)

Section 7311

Course Code	Course Title	Credits
ICA 671	Global Communication Theories and Application	3
ICA 672	Communication Research	3
ICA 675	Corporate Communication Policy (Professional Core Course I)	3
ICA 676	Data Analytics and Consumer Insights (Professional Core Course II)	3
	Total (Plan A & Plan B)	12

Second Semester (2/2021: Jan. – May, 2022)

Section 7311

Course Code	Course Title	Credits
ICA 673	Intercultural Communication Strategy	3
ICA 674	Global Communication Seminar	3
ICA 677	Global Digital Media and Innovation Management (Professional Core Course III)	3
ICA 679	Global Brand Communications Strategy (Professional Core Course IV)	3
ICA 681	International Advertising Campaign Planning I (Plan B)	3
ICA 700	Thesis (Plan A)	3
	Total (Plan A)	15
	(Plan B)	15

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Summer Session (3/2021: Jun. – Jul., 2022)

Section 7311

Course Code	Course Title	Credits
ICA 678	Public Issues in Asia (Professional Core Course V)	3
ICA 682	Creative Interdisciplinary Project Elective II (Plan B)	3
ICA 700	Thesis (Plan A)	9
ICA 701	Independent Study (Plan B)	6
	Total (Plan A)	12
	(Plan B)	12

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 2022)

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

Thesis (Plan A)

Title of Thesis

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Name of Thesis Advisors

Advisor :

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Co advisor :

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Thesis (Plan A)

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
	1	6		
	2	6		
	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.