



**BANGKOK
UNIVERSITY
GRADUATE SCHOOL**

M.Com.Arts

Master of Communication Arts
(Global Communication)
(International Program)

Degree Plan
For Graduate Student
2023 Entrants
(Saturday Class)

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

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 131	Academic Reading and Writing in Communication	-	-
		PL132	Data Analysis and Interpretation	-	-
		PL 133	Cultural Diversity and Globalized Communication	-	-
1	GENERAL CORE COURSES	ICA 651	Global Communication Theories and Application	3	-
		ICA 652	Communication Research	3	-
		ICA 653	International Communication and Intercultural Communication	3	-
		ICA 654	Digital Communication Regulations and Ethics	3	-
		ICA 655	Global Communication Seminar	3	-
Total Number of General Core Courses				15	-
1	PROFESSIONAL CORE COURSES	ICA 656	Global Communication Policy and Implementation	3	-
		ICA 657	Social Listening and Audience Insights Analysis	3	-
		ICA 658	Global Digital Media and Innovation Management	3	-
		ICA 659	Global Brand Communications Strategy	3	-
Total Number of Professional Core Courses				12	-

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	ICA 700	Students have to register as required of thesis registration (Pass prerequisite : ICA 652 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 652 Communication Research)	6
ELECTIVE COURSES	ICA 660	Digital Media Literacy	3
	ICA 661	International Communication Campaign Planning	3
	ICA 662	Corporate Social Innovation and Sustainability	3
	ICA 663	Health Communication and Advocacy	3
	ICA 664	Collaboration Methods in Conflict Resolution	3
	ICA 665	Special Topics in Global Communication in	3
	ICA 666	Contemporary Contexts Creative Interdisciplinary Project	3

Remarks:

- Plan A : For MCA (GC), comprising a minimum of 27 credits of General Core Courses and Professional Core Courses, and a minimum of 12 thesis credits. (Total 39 credits)
- Plan B : For MCA (GC), comprising a minimum or 33 credits of General Core Courses and Professional Core Course core and elective courses, and 6 credits of independent study (Total 39 credits)

Program of Study

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses

Section 7311

Course Code	Course Title	Credits
PL 131	Academic Reading and Writing in Communication	-
PL 132	Data Analysis and Interpretation	-
PL 133	Cultural Diversity and Globalized Communication	-

First Semester 2023 (1/2023: Aug. – Dec., 2023)

Section 7311

Course Code	Course Title	Credits
ICA 651	Global Communication Theories and Application	3
ICA 652	Communication Research	3
ICA 653	International Communication and Intercultural Communication	3
ICA 657	Social Listening and Audience Insights Analysis (Professional Core Course II)	3
	Total	12
	Plan A	12
	Plan B	12

Second Semester 2023 (2/2023: Jan. – May, 2024)

Section 7311

Course Code	Course Title	Credits
ICA 654	Digital Communication Regulations and Ethics	3
ICA 656	Global Communication Policy and Implementation (Professional Core Course I)	3
ICA 658	Global Digital Media and Innovation Management (Professional Core Course III)	3
ICA 659	Global Brand Communications Strategy (Professional Core Course IV)	3
ICA 661	International Communication Campaign Planning (Elective 1 : Plan B)	3
	Total	12
	Plan A	12
	Plan B	15

Summer Session 2023 (3/2023: June - July, 2024)

Section 7311

Course Code	Course Title	Credits
ICA 655	Global Communication Seminar	3
ICA 666	Contemporary Contexts Creative Interdisciplinary Project (Elective 2 : Plan B)	3
ICA 700	Thesis (Plan A) (Pass prerequisite : ICA 652 Communication Research)	6 (7006)
ICA 701	Independent Study (Plan B) (Pass prerequisite : ICA 652 Communication Research)	6 (7316)
	Total	9
		Plan A
		Plan B
		12

First Semester 2024 (1/2024: Aug. – Dec., 2024)

Course Code	Course Title	Credits
ICA 700	Thesis	6 (7006)
	Total	6
		Plan A

Note : For Thesis Program (Plan A)

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

Note : 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 or September 2024)

*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 :

Co advisor :

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 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 to maintain their student status.