BANGKOK UNIVERSITY
GRADUATE SCHOOL



MCA (GC)

Master of Communication Arts in Global Communication
(International Program)

DEGREE PLAN
FOR GRADUATE STUDENT
2027 ENTRANTS

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

Year	Course	Course Code	Course Title	Credits
	Preliminary Courses	PL 161	Foundations of Graduate Research in Global Communication	-
1	Core Courses	GC 611	Global Communication Theories and Application in the Digital Era	2
		GC 612	Communication Research in Global Context	2
		GC 613	Audience Intelligence	2
		GC 614	Policy and Practice in Global Communication for Sustainability	2
		GC 615	Global Perspectives on Intercultural Communication	2
		GC 616	Strategic Storytelling in Global Brand Communication	2
		GC 617	Global Communication Campaigns: Data and Creativity-Driven Approach	2
		GC 618	Artificial Intelligence-Driven Global Digital Media Management	2
			Total	**16**
1	Specialization Courses	GC 621	Capstone Project for Global Communication	8
			Total	**8**

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	GC 640	Thesis)	12
		Total	12

*** Plan B**

Course	Course Code	Course Title	Credits
INDEPENDENT STUDY	GC 641	Independent Study I	3
	GC 642	Independent Study II	3
		Total	6
ELECTIVE COURSES (Select Only 2 Subjects)	GC 631	Artificial Intelligence-Powered Communication	3
	GC 632	Global Communication Topics in Contemporary Context	3
	GC 633	Corporate Social Innovation and Sustainability	3
	GC 634	Digital Media and Artificial Intelligence Literacy	3

●Program of Study

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses Section 7311

Course Code	Course Title	Credits
PL 161	Foundations of Graduate Research in Global Communication	-

First Semester 2027 (1/2027 : Sept. 2027 – Jan. 2028) Section 7311

Course Code	Course Title	Credits
GC 611	Global Communication Theories and Application in the Digital Era	2
GC 612	Communication Research in Global Context	2
GC 613	Audience Intelligence	2
GC 614	Policy and Practice in Global Communication for Sustainability	2
GC 615	Global Perspectives on Intercultural Communication	2
GC 616	Strategic Storytelling in Global Brand Communication	2
	Total Plan A	12
	Plan B	12

Second Semester 2027 (2/2027 : Feb. – Jul. 2028) Section 7311

Course Code	Course Title	Credits
GC 617	Global Communication Campaigns: Data and Creativity-Driven Approach	2
GC 618	Artificial Intelligence-Driven Global Digital Media Management	2
GC 621	Capstone Project for Global Communication	8
GC 640	Thesis (Plan A)	6 (7006)
GC 641	Independent Study I (Plan B)	3 (7313)
	Total Plan A	18
	Plan B	15

Summer Session 2027 (3/2027 : Jul. – Aug. 2028) Section 7311

Course Code	Course Title		Credits
GC xxx	Elective I (Plan B)		3
GC xxx	Elective II (Plan B)		3
GC 640	Thesis (Plan A)		6 (7006)
GC 642	Independent Study II (Plan B)		3 (7313)
	Total	Plan A	6
		Plan B	9

Note :

For Thesis Program (Plan A)

Core Courses	16	credits
Specialization Courses	8	credits
Thesis	12	credits
Total	**36**	**credits**

For Non-Thesis Program (Plan B)

Core Courses	16	credits
Specialization Courses	8	credits
Elective Courses	6	credits
Independent Study	6	credits
Total	**36**	**credits**

Plan B: Pass comprehensive examination (registration: June or September 2028)

**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 161 Foundations of Graduate Research in Global Communication				

Semester	Academic Year	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2027						
2	2027						
3	2027						

Thesis (Plan A)

Title of Thesis .....

.....

.....

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.