

Recommend Study Plan

Bachelor of Arts (Mass Communication)

Course group: Marketing Communications (Public Relations)

Year 1, Semester 1	Year 1, Semester 2
Fundamental English 1	Fundamental English 2
Use of the Thai Language	Citizenship
Information Technology and Modern Life or Internet and Online Community or Software in Everyday Life	Psychology and Daily Life or Reading and Literary World or Introduction to Entrepreneurship and Business
News and Current Affairs Reporting	Introduction to Law
Introduction to Communication and Media	Principles of Economics 1
Introduction to Digital Audio, Photograph and Video	Principles of Dramatic Arts and Entertainment Communication
Computer Software Usage for Photography Production	

Year 2, Semester 1	Year 2, Semester 2
Critical Reading and Effective Writing	English for Humanities and Mass Communication
Introduction to Political Science	Concepts and Theories of Communication
Information Literacy and Information Presentation	Creative Writing for Public Relations
Man and Philosophy or Happy Life in Camping or World of Science	Speech Communication
Introduction to Integrated Marketing Communication	Major course
Writing for Communication	Minor course
Digital Marketing Communication	Free Elective course

Year 3, Semester 1	Year 3, Semester 2
Computer Software Usage for Motion Picture Production	Media Design and Production Strategies for Marketing Communication
Arts for Communication	Ethics and Laws of Mass Communication
Communication Research	International News and Features
Media Planning for Advertising and Public Relations	Media and Community
Public Relations Research	Minor course
Major course	Minor course
Minor course	

Year 4, Semester 1	Year 4, Semester 2
Advanced Communication Research or Seminar in Communication Production	Professional Internship or Cooperative Education
Advertising and Marketing Communication Management and Planning	
Minor course	
Free Elective course	