ASSUMPTION UNIVERSITY

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (New Media Communication) **Adm. no. 551- 595xxxx**

NAME ..... ADM. CODE ..... MAJOR : NEW MEDIA COMMUNICATION (142 Credits)

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	REMARK
		GENERAL EDUCATION COURSES (36 CREDITS)			
1	BG1001	English I	3		
2	BG1002	English II	3		
3	BG2000	English III	3		
4	BG2001	English IV	3		
5	BG1301	Fundamentals of Statistics	3		
6	CA1012	Macro-environment, Media Effect and Media Literacy	3		
7	CA2016	Psychology for Persuasive Communication	3		
8	CA4010	Law & Ethical Concerns for Communication	3		
9	GE1102	Introduction to Philosophy	3		
10	GE1301	Environmental Science	3		
11	GE1403	Communication in Thai (GE 1404 for Non-Thai)	3		
12	GE2202	Ethics	3		
		CORE COURSES (39 CREDITS)			
1	CA1001	Introduction to Communication	3		
2	CA1002	Introduction to Photography and Cinematography	3		
3	CA1006	Introduction to Journalism and Mass Communication	3		
4	CA1017	Introduction to Creative Communication Design	3		
5	CA2004	Introduction to Advertising	3		
6	CA2005	Introduction to Public Relations	3		
7	CA2007	Introduction to New Media and Broadcasting	3		
8	CA2015	Introduction to Performance Communication	3		
9	CA2018	Consumer Insight	3		
10	MGT1101	Introduction to Business	3		
11	MGT2900	Principles of Management	3		
12	MKT2280	Principles of Marketing	3		
13	NM3401	Production for Communicaton Tools	3		
		MAJOR REQUIRED COURSES (43 CREDITS) ** Required Grade C**			
1	AD3101	Principles of Marketing Communication	3		
2	CA2003	Presentation Technique	3		
3	CA2013	Utilization of Multimedia Tools	3		
4	CA3011	Communication Arts Research	3		
5	NM3402	Film and Time-based Media Production	3		
6	NM3404	Multimedia Editing	3		
7	NM3410	New Media Application	3		
8	NM3412	Creativity and Innovation	3		
9	NM3420	Audience Context Analysis	3		
10	NM4405	Broadcast and New Media Management	3		
11	NM4406	Broadcast Media Production and Directing	3		
12	NM4407	Seminar in Broadcast and New Media	3		
13	NM4408	Studio Workshop	6		
14	NM4420	Studio Internship	1		
	BG 14031-8	Professional Ethics Seminar I-VIII (8 Satisfactory)	-		

MAJOR ELECTIVE COURSES (18 CREDITS)				MINOR REQUIRED COURSES (18 CREDITS)								
				ADVERTISING			PUBLIC RELATIONS			PERFORMANCE		
				MINOR REQUIRED 9 CREDITS			MINOR REQUIRED 9 CREDITS			MINOR REQUIRED 9 CREDITS		
NO.	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE	COURSE	CREDIT	GRADE
1		3		AD3102	3		PR3202	3		PC3305	3	
2		3		AD3103	3		PR3214	3		PC3308	3	
3		3		AD3112	3		PR4201	3		PC4311	3	
4		3		MINOR ELECTIVE 9 CREDITS			MINOR ELECTIVE 9 CREDITS			MINOR ELECTIVE 9 CREDITS		
5		3			3			3			3	
6		3			3			3			3	
					3			3			3	

		FREE ELECTIVE COURSES (6 CREDITS)			
1			3		
2			3		