

ASSUMPTION UNIVERSITY
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
SMO 08
Bachelor of Communication Arts (Creative Commercial Communication)
Adm. no. 651-xxxx onwards
NAME ADM. CODE MAJOR : Creative Commercial Communication (130 Credits)

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	REMARK
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GENERAL EDUCATION COURSES (30 CREDITS)
GE LANGUAGE COURSES (14 CREDITS)
*** GE LANGUAGE REQUIRED COURSES (12 CREDITS)**

1	ELE1001	Communicative English I	3		
2	ELE1002	Communicative English II	3		
3	ELE2000	Academic English	3		
4	ELE2001	Advanced Academic English	3		

*** GE LANGUAGE ELECTIVE COURSES (2 CREDITS) Choose from the list below**

For Thai: GE1403 or GE1410 /For non-Thai: GE1409 or GE1411 /For Thai from Inter. Prog.: GE1412
GE1413, GE1414, GE1415, GE3401

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GE SOCIAL SCIENCE COURSES (9 CREDITS)
*** GE SOCIAL SCIENCE REQUIRED COURSES (3 CREDITS)**

1	GE2202	Ethics	3		
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*** GE SOCIAL SCIENCE ELECTIVE COURSES (6 CREDITS) Choose from the list below**

AD3280, ADX1101, ADX1240, ADX1303-4, BBA1004-6, BBA1010, BBA1012, BBA1020-5, CA1110, EG1001, FT1003, FT2004-5, GE1204-5, GE1209, GE2207, GE2209, GE2210, GE2212, GE2213, ITX2004-5, ITX4502, LLB1501-2, LLB4540, LLB4806, MB2531, NGE0110, NGE0111

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2					

GE HUMANITIES ELECTIVE COURSES (2 CREDITS) Choose from the list below

ADX1102, ADX1140, FT2003A, FT2003B, GE1104, GE1107, GE2102 or GE2110, GE2103, MU1002, MU1231, MU3602, MU4223

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GE SCIENCE AND MATHEMATICS ELECTIVE COURSES (5 CREDITS) Choose from the list below

BBA1007, BBA1013-4, BBA1026-9, CA1201-2, CSX3001, EG1002-5, FT1004A, FT1004B, FT1005, GE1302 or GE1303, GE2304, ITX3002

1			3		
2			2		

CORE COURSES (36 CREDITS)

1	AAD2008	Digital Photography	3		
2	AAD3012	Thai Art and Culture	3		
3	CA1100	Introduction to Human Communication	3		
4	CA1101	Introduction to Strategic Communication	3		
5	CA1102	Introduction to Creative Communication	3		
6	CA1103	Introduction to Computer Graphic Design	3		
7	CA1104	Creative Production Management	3		
8	CA1105	Introduction to Innovative Business and Sustainable Commu.	3		
9	CA2102	Introduktion to Marketing Communication	3		
10	CA2110	Media Literacy and Ethical Concerns	3		
11	CA2120	Interactive and Digital Platform design	3		
12	CA2130	Communication Arts Research and Tools	3		

MAJOR REQUIRED COURSES (31 CREDITS) ** Required Grade C**

1	CA2100	Psychology and Persuasion in Communication	3		
2	CA2101	Presentation and Public Speaking	3		
3	CA3100	Consumer Insight and Tools	3		
4	CA3101	Strategic Brand Communication	3		
5	CA3102	Media Planning	3		
6	CA3110	Storytelling for Creative Communication	3		
7	CA3111	Creative Entrepreneurial Project Management	3		
8	CA3113	Aesthetic Taste for Creative Communication	3		
9	CA3120	Entrepreneurial Principles and Practices for Com Arts	3		
10	CA3130	Creative Commercial Communication Internship (160 hrs.)	1		
11	CA4100	Creative Commercial Communication Workshop	3		

BG14031-8 Professional Ethics Seminar I-VIII (8 Satisfactory)

CONCENTRATION COURSES (27 CREDITS)
CONCENTRATION ELECTIVE COURSES (27 CREDITS)

NO.	COURSE	CREDIT	GRADE	REMARK	1	COURSE	CREDIT	GRADE	REMARK
1		3			2		3		
2		3			3		3		
3		3			4		3		
4		3			5		3		
5		3			6		3		
6		3			7		3		
7		3							
8		3							
9		3							

CONCENTRATION ELECTIVE COURSES (6 CREDITS)
Choose 2 courses from any concentration of Com Arts

1

3

2

3

FREE ELECTIVE COURSES (6 CREDITS)

1			3		
2			3		