

SMO 08

NAME ADM. CODE MAJOR : Creative Commercial Communication (130 Credits)

NO.	COURSE	COURSE TITLE			CREDIT	GRADE	REMARK		
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									
1									
GE SOCIAL SCIENCE COURSES (9 CREDITS)									
* GE SOCIAL SCIENCE REQUIRED COURSES (3 CREDITS)									
1	GE2202	Ethics			3				
* 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									
1									
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									
1					2				
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	Introudction 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)					CONCENTRATION REQUIRED COURSES (21 CREDITS)				
NO.	COURSE	CREDIT	GRADE	REMARK		COURSE	CREDIT	GRADE	REMARK
1		3			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			CONCENTRATION ELECTIVE COURSES (6 CREDITS) Choose 2 courses from any concentration of Com Arts				
9		3							
					1		3		
					2		3		
FREE ELECTIVE COURSES (6 CREDITS)									
1						3			
2						3			