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
		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) Select from the list below**			
		For Thai: GE1410 or GE1403 /For non-Thai: GE1411 or GE1409 /For Thai from Inter. Prog.: GE1412 or GE1408 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) Select from the list below**			
		AD3280, ADX1101, ADX1240, ADX1303-4, BBA1001, BBA1004-6, BBA1010-12, BBA1020-5, CA1110, EG1001, FT1003, FT2004-5, GE1201, GE1203-6, GE1208-9, GE1211-4, GE2205, GE2207, GE2209-13, ITX2004-5, ITX4502, LLB1501-2, LLB4540, LLB4806, MB2531, NGE0110-1			
1					
2					
		GE HUMANITIES ELECTIVE COURSES (2 CREDITS) Select from the list below			
		ADX1102, ADX1140, FT2003A, FT2003B, GE1104-7, GE2102 or GE2110, GE2103, GE2106, GE2108-9, MU1002, MU1231, MU3602, MU4223			
1			2		
		GE SCIENCE AND MATHEMATICS ELECTIVE COURSES (5 CREDITS) Select from the list below			
		BBA1007, BBA1013-4, BBA1026-9, CA1201-2, CSX3001, DM3280, EG1002-5, FT1004A, FT1004B, FT1005, GE1302 or GE1303, GE2302-7, ITX3002, MA1000, MA1200			
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) Select 2 courses from any concentration of Com Arts				
9		3							
					1		3		
					2		3		

		FREE ELECTIVE COURSES (6 CREDITS)			
1			3		
2			3		