

Course Details
Bachelor of Communication Arts
Program in Innovative Media Design and Media Production
Revised curriculum 2020

Name of the higher education institution: Bangkokthonburi University
Campus/Faculty/Department Faculty of Communication Arts
Program in Innovative Media Design and Media Production

Section 1 General Information

1. Course code and Name

Thai language: หลักสูตรนิเทศศาสตรบัณฑิต
สาขาวิชานวัตกรรมการออกแบบสื่อและการผลิตสื่อ

English Language: Bachelor of Communication Arts
Program in Innovative Media Design and Media Production

2. Degree name and field of study

Thai language: ชื่อเต็ม นิเทศศาสตรบัณฑิต (นวัตกรรมการออกแบบสื่อและการผลิตสื่อ)
ชื่อย่อ นศ.บ. (นวัตกรรมการออกแบบสื่อและการผลิตสื่อ)

English Language: Full name: Bachelor of Communication Arts
(Innovative Media Design and Media Production)
Abbreviation: B.Com.Arts (Innovative Media Design and Media Production)

3. Major subject: None

4. Number of credits: 120 credits.

Section 2 Study Plan

Year 1 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
xxx xxx	Group of Language Subjects	3(x-x-x)
xxx xxx	Group of Language Subjects	3(x-x-x)
xxx xxx	Group of Humanities Subjects	3(x-x-x)
xxx xxx	Group of Science and Mathematics Subjects	3(x-x-x)
CA 101	Principles of Communication Arts	3(3-0-6)
CA 103	Principles of Public Relations and Marketing Communications	3(3-0-6)
CA104	Principles of Radio and Television Broadcasting	3(3-0-6)
Total		21(x-x-x)

Year 1 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
xxx xxx	Group of Language Subjects	3(x-x-x)
xxx xxx	Group of Language Subjects	3(x-x-x)
xxx xxx	Group of Social Science Subjects	3(x-x-x)
xxx xxx	Group of Social Science Subjects	3(x-x-x)
CA 102	Principles of Computers for Communication Design	3(3-0-6)
CA 105	Principles of Film and Photography	3(3-0-6)
Total		18(x-x-x)

Year 2 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
xxx xxx	Group of Humanities Subjects	3(x-x-x)
xxx xxx	Group of Science and Mathematics Subjects	3(x-x-x)
CA 201	Mass Communication Law and Ethics	3(3-0-6)
CA 202	Photography for Communication	3(3-0-6)
CA 204	Media Innovation	3(3-0-6)
CA 205	Design and Artistic Elements	3(3-0-6)
Total		18(x-x-x)

Year 2 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
CA 203	News Media and News Reporting	3(3-0-6)
CA 206	Creative Thinking	3(2-2-5)
CA 301	Arts in Film and Photography	3(3-0-6)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
Total		15(x-x-x)

Year 3 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
CA 302	Digital Marketing	3(3-0-6)
CA 303	Media Innovation Research	3(3-0-6)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Free elective courses	3(x-x-x)
Total		18(x-x-x)

Year 3 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
xxx xxx	Elective courses	3(x-x-x)
Total		15(x-x-x)

Year 4 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
CA 401	Special Project on Innovation in Media Design and Production	3(1-4-4)
CA 402	Seminar on Innovation in Media Design and Media Production	3(1-4-4)
xxx xxx	Free elective courses	3(x-x-x)
Total		9(x-x-x)

Year 4 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
CA 403	Professional Experience Training	6(360)
CA 404	or Thematic papers	or 6(0-12-6)
Total		6(x-x-x)