

**Bachelor of Communication Arts Program**  
**in Communication Arts and Communication Innovation**

**CURRICULUM STRUCTURE**

(Total credit not less than 124 credits)

<b>1. General Education (GE) Courses</b>	<b>30 Credits</b>
GE Compulsory Courses	27 credits
<b>1.1 Languages</b>	<b>9 Credits</b>
1501101 English for Communication in Daily Life	3 Credits
1501102 Applied Conversational English	3 Credits
1501103 Thai for Communication	3 Credits
<b>1.2 Humanities and Social Sciences</b>	<b>9 Credits</b>
2001101 The Beauty of life	3 Credits
2001102 King's Philosophy	3 Credits
▪ Choose to study at least 3 credits in the GE courses in the group of Humanities and Social Sciences.	3 Credits
<b>1.3 Science, Mathematics, and Technology</b>	<b>9 Credits</b>
4001101 Mathematics and Science for Life-Solving	3 Credits
4001102 Science for Life	3 Credits
4001103 Digital Literacy	3 Credits
GE Elective Courses	<b>3 Credits</b>
<b>1.4 Choose to study the GE elective courses according to different subject groups that is not the same as the courses that have been studied before, not less than 3 credits.</b>	3 Credits
<b>2. Specific Communication Arts Courses</b>	<b>88 Credits</b>

<b>Core Courses</b>		<b>33 credits</b>
3001101	English for Communication Arts	3 Credits
3002202	Content Design for Digital Media	3 Credits
3003101	Communication Arts Management	3 Credits
3011101	Principles of Communication Arts	3 Credits
3011102	Principles of Communication Innovation	3 Credits
3011203	Creative Communication Skills	3 Credits
3011104	Media Literacy	3 Credits
3012201	Communications in the Digital Age	3 Credits
3012202	Communication for Local Development	3 Credits
3013101	Public Communication and Digital Culture	3 Credits
3062201	Digital Photography for Communication	3 Credits
<b>Major Courses</b>		<b>48 Credits</b>
<b>■ Major Compulsory Courses</b>		<b>33 Credits</b>
3002201	Personality Development for Communication Arts in the Digital Age	3 Credits
3003203	Communication Arts Research	3 Credits
3004203	Seminar in Communication Arts and Communication Innovation	3 Credits
3022201	News Reporting and Writing in the Digital Age	3 Credits
3012203	Situational Analysis for Communication	3 Credits
3012204	Advertising and Public Relations Creativity	3 Credits
3014201	Production of Convergence Media	3 Credits
3014204	Principles of Scriptwriting in Communication Arts	3 Credits
3043202	Creative Television Production	3 Credits
3053202	Event Organization	3 Credits
3073201	Animation Production	3 Credits
<b>Major Elective Courses</b>		<b>15 Credits</b>

■ **Every Students of Communication Arts and Communication Innovation choose to study from the following major elective courses, not less than 15 credits.**

3003201	Information Management for Communication Arts	3 Credits
3011103	Principles of Advertisement and Public Relations	3 Credits
3013201	Alternative Media for Community	3 Credits
3013202	News Reporting and Sports Journalist	3 Credits
3043201	Creative Radio Production	3 Credits
3043203	Digital Storytelling	3 Credits
3053201	Integrated Marketing Communication	3 Credits
3004201	Creativity for Digital Music for Communication Arts	3 Credits
3004202	Communication for Financial Planning and Investment	3 Credits
3014202	The Art of Creative Speech	3 Credits
3014203	Communications for Meeting, Exhibition, and Incentive	3 Credits
3014205	Scriptwriting for Event	3 Credits
3014207	Innovation for Health Communication	3 Credits
3014208	Communication Innovations for Local Politics	3 Credits
3014209	Communication Innovations for Aging Society	3 Credits
3014210	Intercultural Communication Innovations	3 Credits
3014211	Sports Communication Innovations	3 Credits
3014212	Communication Innovations for Corporate Image Building	3 Credits
3014213	Communication Innovations for Children	3 Credits
3014214	Project in Communication Arts and Communication Innovation	3 Credits
3034201	Writing for Public Relations	3 Credits
3034202	Creativity and Presentation for Public Relations	3 Credits
3034204	Event Management	3 Credits
3044201	News Reporting for Broadcasting	3 Credits
3044202	Acting Performance Creation	3 Credits

3044203	Creative Digital Editing	3 Credits
3054201	Advertising and Consumer Behavior	3 Credits
3054202	Copy Writing for Advertising	3 Credits
3054203	Advertising Digital Media Design	3 Credits
3054204	Brand Communication	3 Credits
<b>Internship / Cooperative Education</b>		<b>7 Credits</b>
3084201	Preparation for Professional Experience in Communication Arts and Communication Innovation	2 credits (90 hours)
3084203	Field Experience in Communication Arts and Communication Innovation	5 Credits (450 hours)
3084202	Cooperative Education Preparation	1 Credit (45 hours)
3084204	Cooperative Education	6 Credits (540 hours)

<b>3. Free Elective Courses</b>		<b>6 Credits</b>
<ul style="list-style-type: none"> <li>▪ Choose to study any course from the curriculum of Surindra Rajabhat University without repeating any courses that have previously taken, not less than 6 credits.</li> </ul>		6 Credits