

Bachelor of Communication Arts Program in Media and Communication (International Program)

1. Code and Program Title

In Thai	หลักสูตรนิเทศศาสตรบัณฑิต สาขาวิชาสื่อและการสื่อสาร (หลักสูตรนานาชาติ)
In English	Bachelor of Communication Arts Program in Media and Communication (International Program)

2. Title of Degree and Field of Study

In Thai	Full Title	นิเทศศาสตรบัณฑิต (สื่อและการสื่อสาร)
	Abbreviation	นศ.บ. (สื่อและการสื่อสาร)
In English	Full Title	Bachelor of Communication Arts (Media and Communication)
	Abbreviation	B.Com.Arts. (Media and Communication)

3. Major Subject (If Applicable)

Mass Communication and Journalism Concentration
Creative Content Concentration

4. Career Opportunities after Graduation

- 1) Work as actors, directors, scriptwriters and producers for entertainment media industry.
- 2) Assist directors and managers of Thai and international film and TV production companies.
- 3) Crew TV news, variety program, dramas for established network.
- 4) Work in production houses for advertising agencies.
- 5) Works as broadcast media producer and television documentary makers.
- 6) Work as journalists, news editors and anchors, TV correspondents and reporters for both local and international news and media agency.
- 7) Work as feature writers for both broadcast media and journalistic work.
- 8) Work as communication and media public policy maker, and media consultants.
- 9) Work as key man and editors in publishing operations.
- 10) Work as media, communication studies, cultural studies and performing arts experts, researchers and academic.
- 11) Manage, direct and organize events for social and entertainment functions.

5. Total Credits Required

No less than 180 credits

Note: If students are placed into the 'EC Track' for their General Education requirement in English Communication, they must take 4 more credits of General Education in English Communication.

6. Program Structure

1) General Education Courses	52 credits
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- English Communication	16 credits
- Natural Sciences	8 credits
- Humanities	16 credits
- Social Sciences	8 credits
- Health Science and Physical Education	4 credits
2) Major Courses	120 credits
- Core Courses	56 credits
- Required Courses	24 credits
- Elective Courses	16 credits
- Compulsory Electives	24 credits
3) Free Electives	8 credits

English Communication

ICME 100	English Resources Skills	0
ICCM 104	Intermediate English Communication I	4
ICCM 105	Intermediate English Communication II	4
ICCM 106	Intermediate English Communication III	4
ICCM 111	Advanced English Communication I	4
ICCM 112	Advanced English Communication II	4
ICCM 202	Exploring Global Realities	4
ICCM 203	Introduction to Literary Analysis	4
ICCM 204	Creative Writing	4
ICEG 232	Advanced Oral Communication	4
ICEG 342	Diverse English Speaking Cultures	4
ICEG 344	Language and Culture	4
ICEG 355	The Story of English	4
ICEG 461	Topics in Comparative Literature A: Poetry	4
ICEG 462	Topics in Comparative Literature B: The Short Story and the Novel	4
ICEG 463	Topics in Comparative Literature C: Drama	4
ICEG 484	First and Second Language Development	4

Note I: All students are required to take the first three courses (12 credits) in the General Education requirement for English (ICCM 104, ICCM 105, ICCM 106) in order without interruption beginning in their first trimester of enrollment. Students may then select any 200+ level English courses to complete their final 4 credits.

Note II: Based on their achievement on the essay portion of the MUIC entrance exam, some students may be required to successfully complete ICME 100-English Resource Skills, a non-credit course, before moving on to ICCM 104.

Note III: Based on their achievement on the essay portion of the MUIC entrance exam, some students may be placed into the ‘Advanced Track’ for their General Education requirement in English. These students will be required to complete only 12 credits in English: ICCM 111 and ICCM 112 in order, and finally, any 200+level English courses.

Natural Sciences

ICNS 105	Basic Mathematics	4
ICNS 111	Fundamental Biology	4
ICNS 112	Integrated Biology	4
ICNS 114	The Science of the Human Body	4
ICNS 115	Hominid Evolution and Primate Society	4
ICNS 116	Mushrooms, Molds and Mankind	4
ICNS 117	Plants, People, and Society	4
ICNS 121	Fundamental Chemistry	4
ICNS 122	Principles of Chemistry	4
ICNS 131	Fundamental Physics	4
ICNS 132	Principles of Physics	4
ICNS 133	Introduction to Astronomy	4
ICNS 141	Computer Essentials	4
ICNS 142	Introduction to Internet Technology	4
ICNS 143	Fundamental of Computer Science	4
ICNS 152	Southeast Asian Ecology	4
ICNS 153	Ecosystems and Natural Resources	4
ICNS 154	Science, Technology and Environment	4
ICNS 161	General Geology	4
ICNS 171	The Scientific Approach and Society**	4
ICNS 211	The Science of Food	4
ICNS 212	Essentials of the Food Industry	4
ICNS 255	Essentials of Marine Life	4
ICNS 256	Sustainable Development	4
ICNS 257	Environmental Issues: Past, Present and Future	4

Note I: ICNS 105 Basic Mathematics is a mandatory course for Media and Communication students.

Humanities

ICID 100	Freshman Seminar	0
ICHM 101	Introduction to Philosophy	4
ICHM 103	Introduction to Logic	4
ICHM 105	Music Appreciation	4

ICHM 106	Moral and Ethical Studies	4
ICHM 107	Introduction to Asian Philosophy	4
ICHM 140	Elementary Art Theory	4
ICHM 141	Art Appreciation I	4
ICHM 142	Art Appreciation II	4
ICHM 143	Introduction to Photography	4
ICHM 144	Intermediate Photography	4
ICHM 202	Intermediate Logic	4
ICHM 205	Politics and Ethics	4
ICHM 206	Ethics and Technology	4
ICHM 212	The Enlightenment in European Literature	4
ICHM 213	Elements of Knowledge Representation	4
ICHM 218	Film Studies	4
ICHM 223	Thai Arts	4
ICHM 225	The Western Classical Ideal	4
ICHM 241	Introduction to Drawing	4
ICHM 242	Intermediate Drawing	4
ICML 101	Elementary German I	4
ICML 102	Elementary German I	4
ICML 103	Elementary German I	4
ICLG 211	Pre-intermediate German I	4
ICLG 212	Pre-intermediate German II	4
ICLG 213	Pre-intermediate German III	4
ICML 111	Elementary Japanese I	4
ICML 112	Elementary Japanese II	4
ICML 113	Elementary Japanese III	4
ICLJ 211	Pre-intermediate Japanese I	4
ICLJ 212	Pre-intermediate Japanese II	4
ICLJ 213	Pre-intermediate Japanese III	4
ICML 121	Elementary French I	4
ICML 122	Elementary French II	4
ICML 123	Elementary French III	4
ICLF 211	Pre-intermediate French I	4
ICLF 212	Pre-intermediate French II	4
ICLF 213	Pre-intermediate French III	4
ICML 131	Elementary Chinese I	4
ICML 132	Elementary Chinese II	4
ICML 133	Elementary Chinese III	4
ICLC 211	Pre-intermediate Chinese I	4

ICLC 212	Pre-intermediate Chinese II	4
ICLC 213	Pre-intermediate Chinese III	4
ICML 141	Elementary Spanish I	4
ICML 142	Elementary Spanish II	4
ICML 143	Elementary Spanish III	4
ICLS 211	Pre-intermediate Spanish I	4
ICLS 212	Pre-intermediate Spanish II	4
ICLS 213	Pre-intermediate Spanish III	4
ICML 160	Introduction to Thai Language and Culture	4
ICML 161	Elementary Thai I	4
ICML 162	Elementary Thai II	4
ICML 163	Elementary Thai III	4
ICML 171	Elementary Indonesian I	4
ICML 172	Elementary Indonesian II	4
ICML 173	Elementary Indonesian III	4
ICML 181	Elementary Burmese I	4
ICML 182	Elementary Burmese II	4
ICML 183	Elementary Burmese III	4
ICML 191	Elementary Cambodian I	4
ICML 192	Elementary Cambodian II	4
ICML 193	Elementary Cambodian III	4

Note I: All students must take ICID 100 Freshman Seminar, non-credit course.

Note II: ICHM 143 Introduction to Photography is a mandatory course for Media and Communication students.

Note III: ICHM 101 Introduction to Philosophy, ICHM 103 Introduction to Logic, ICHM 105 Music Appreciation and ICHM 144 Intermediate Photography are recommended courses for Media and Communication students.

Social Sciences

ICSS 112	Introduction to Psychology	4
ICSS 113	Introduction to Sociology	4
ICSS 114	Introduction to Economics	4
ICSS 115	Introduction to Physical Anthropology	4
ICSS 116	Introduction to Political Science	4
ICSS 117	Introduction to Social Anthropology	4
ICSS 118	Introduction to Mass Communications	4
ICSS 119	Introduction to International Studies	4
ICSS 121	Southeast Asian Studies	4
ICSS 133	Introduction to European History	4

ICSS 135	Introduction to Human Geography	4
ICSS 136	Religious Experience and Traditions	4
ICSS 137	Introduction to Archaeology	4
ICSS 139	Tourism Geography	4
ICSS 202	Social Institutions	4
ICSS 203	Globalization and the Modern World	4
ICSS 204	World History A (c. 1400-1763)	4
ICSS 205	World History B (c. 1763-1914)	4
ICSS 206	World History C (c. 1914-1945)	4
ICSS 207	World History D (c. 1945-2000)	4
ICSS 211	Regional Geography of Southeast Asia	4
ICSS 212	History of Southeast Asia in the Modern Period	4
ICSS 213	Southeast Asian Political Systems	4
ICSS 214	Southeast Asian Women	4
ICSS 215	Southeast Asian Religious and Cultural Traditions	4
ICSS 216	Introduction to the Economics of Southeast Asia	4
ICSS 222	Thai History	4
ICSS 231	The History of East Asia in the Modern Age	4
ICSS 232	Introduction to the Civilizations of East Asia I	4
ICSS 233	Introduction to the Civilizations of East Asia II	4
ICSS 234	The History and Culture of South Asia up to c.1500	4
ICSS 235	The History and Culture of South Asia since c.1500	4
ICSS 237	Introduction to Australasian History since 1770	4
ICSS 238	Africa since 1800	4
ICSS 239	The Middle East Since 1800	4
ICSS 241	Latin America since 1800	4
ICSS 243	North America History c. 1763-1900	4
ICSS 244	North America History since 1900	4
ICSS 246	Europe History since 1945	4
ICSS 247	The European Union	4
ICSS 250	Introduction to History and Systems of Psychology	4
ICSS 251	Developmental Psychology I	4
ICSS 252	Developmental Psychology II	4
ICSS 253	Social Psychology	4
ICSS 254	Psychological Approaches to Personality	4
ICSS 255	Abnormal Psychology	4
ICSS 256	Introduction to Industrial and Organizational Psychology	4
ICSS 257	Introduction to Educational Psychology	4
ICSS 258	Introduction to Cross-Cultural Psychology	4

ICSS 259	Russia and the Soviet Union up to 1825	4
ICSS 260	Russia and the Soviet Union Since 1825	4
ICSS 271	An Introduction to International Relations	4
ICSS 272	An Introduction to Comparative Political Systems	4
ICSS 303	The Early History of Southeast Asia	4
ICSS 307	A Historical Introduction to the World Economy	4
ICSS 311	Introduction to International Politics in Southeast Asia	4
ICSS 312	Introduction to Ethnicity and Nationalism in Southeast Asia	4
ICSS 315	Thai Economic History	4
ICSS 317	Introduction to Poverty and Rural Development in Southeast Asia	4
ICSS 332	Introduction to Human Rights	4
ICSS 334	Economic Problem in Southeast Asia	4
ICSS 335	SEA Arts I	4
ICSS 337	Introduction to Southeast Asian Dance and Theater	4
ICSS 352	Topics in Social Psychology: Prosocial and Antisocial Behaviour	4
ICSS 355	Drug Use and Behavior	4
ICSS 361	Economic Geography	4
ICSS 362	Introduction to Global Resources	4
ICSS 363	Introduction to Population and Migration Issues	4
ICSS 374	Introduction to International Organization	4
ICSS 375	Introduction to Democracy as a Political System	4
ICSS 382	Introduction to Global Media and Social Change	4

Note I: ICSS 114 Introduction to Economics and ICSS 121 Southeast Asian Studies are recommended courses for Media and Communication students.

Health Science and Physical Education

ICHE 101	Health Education	2
ICPE 101	Physical Education: Badminton	1
ICPE 102	Physical Education: Basketball	1
ICPE 103	Physical Education: Golf	1
ICPE 105	Physical Education: Swimming	1
ICPE 106	Physical Education: Tennis	1
ICPE107	Physical Education: Volleyball	1
ICPE 109	Physical Education: Social Dance	1
ICPE 113	Physical Education: Modern Dance	1
ICPE 115	Self Defense	1
ICPE 117	Physical Education: Mind and Body	1
ICPE 118	Physical Education: American Flag Football	1
ICPE 121	Physical Education: Soccer	1

ICPE 123	Physical Education: Cycling	1
ICPE 124	Selected Topics in Sports	1

Major Courses

120 credits

Core Courses

56 credits

ICMC 101	Introduction to Media and Communication	4
ICMC 102	Man and Arts for Media and Communication	4
ICMC 103	Visual Communication	4
ICMC 104	Audio Communication	4
ICMC 105	Media, Communication, Art and Socio-Cultural Perspectives in Southeast Asia	4
ICMC 106	Creative Writing for Communication	4
ICMC 107	Global Media Culture and Industry	4
ICMC 201	Media and Communication Regulations and Ethics	4
ICMC 202	Media and Cultural Theory	4

Major Required Courses

24 credits

Concentration I: Mass Communication and Journalism

ICMC 211	Introduction to Mass Communication and Journalism	4
ICMC 212	Writing and Presenting in Mass Communication and Journalism	4
ICMC 213	Mass Media and Public Policy	4
ICMC 214	Comparative Media Issues: ASEAN vs the world	4
ICMC 215	Integrated Broadcasting Production: Creating Television and New Media Content	4
ICMC 216	Convergence Journalism: Writing and Producing for Media	4

Concentration II: Creative Content

ICMC 221	Art of Storyboarding	4
ICMC 222	Textual Analysis	4
ICMC 223	Southeast Asian Creative Content Analysis: from Ethno-Historiography Perspectives	4
ICMC 224	Literature as a Source of Media Content	4
ICMC 225	Visual Storytelling	4
ICMC 226	Movement and Human Body	4

Major Elective Tracks

16 credits

(Study 1 track or choose 4 subjects from any track)

Track I: Writing

ICMC 311	Dramatic Writing	4
ICMC 312	TV Script Writing	4
ICMC 313	Film Screenwriting	4
ICMC 314	Style and Presentation in Writing	4

Track II: Acting

ICMC 311	Dramatic Writing	4
ICMC 312	TV Script Writing	4
ICMC 313	Film Screenwriting	4
ICMC 314	Style and Presentation in Writing	4

Track III: Directing

ICMC 312 Or ICMC 313	TV Script Writing Or Film Screenwriting	4
ICMC 331	Directing I: Directing the Actors	4
ICMC 332	Directing II: Directing for Recorded Media	4
ICMC 352 Or ICMC 362	TV Pre-Production Or Film Pre-Production	4

Track IV: Critical Studies

ICMC 341	Genre Studies	4
ICMC 342	Film Criticism	4
ICMC 343	Approaches to Media-Film and TV-Theory and Critical Studies	4
ICMC 344	Film History	4

Track V: TV Production

ICMC 312	TV Scriptwriting	4
ICMC 351	Multi-Camera Shooting	4
ICMC 352	TV Pre-Production	4
ICMC 353	TV Post-Production	4

Track VI: Film Production

ICMC 313	Film Screenwriting	4
ICMC 361	Cinematography	4
ICMC 362	Film Pre-Production	4

ICMC 363	Film Post-Production	4
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Track VII: Marketing

ICMC 371	Theories of Marketing for Media and Communication	4
ICMC 372	TV Marketing and Sales	4
ICMC 373	Film Producing	4
ICMC 374	Integrated Marketing Communication	4

Additional Major Electives

ICMC 381	Field Study in Media and Communication	4
ICMC 382	Independent Study in Media and Communication	4
ICMC 383	Seminar in Media and Communication	4
ICMC 384	TV Post-Production II	4
ICMC 385	Film Post-Production II	4
ICMC 386	Event Management for Media and Communication	4
ICMC 387	Theatre Production and Management I	4
ICMC 388	Theatre Production and Management II	4
ICMC 389	Special Effects Make-up for Television and Film	4

Compulsory Elective

24 credits

ICMC 391	Professional Internship in Media and Communication	12
ICMC 401	Media and Communication Degree Project Research and Preparation	4
ICMC 402	Media and Communication Degree Project I	4
ICMC 403	Media and Communication Degree Project II	4

Free Elective Courses

8 credits

Students can take any courses offered by Mahidol University as a free elective course with approval from the advisor. Students **are not allowed** to take the following courses or their equivalents as a natural science course or as a free elective course.

ICNS 101 Introduction to Mathematics

ICNS 102 Principles of Mathematics

ICNS 103 Fundamental Mathematics