

Master of Communication Arts Program in Communications

Research Focus

- Communication Development in Thailand

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	15	15
- Electives	9	15
Required Non-credit Courses	5	5
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Communication Theories	808510	3	808510	3
Applied Statistics for Communication Research	808513	3	808513	3
Communication Laws and Ethics	808521	3	808521	3
Corporate Communication and Management	808523	3	808523	3
Business Process Management for Asian Business Management	808524	3	808524	3
Total	5	15	5	15

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Information Technology for Communication Management	808530	3	808530	3
Relationship Management	808533	3	808533	3
Corporate Image Management Strategies	808534	3	808534	3
Change Management	808537	3	808537	3
Communication for Persuasion	808538	3	808538	3
Audience Analysis	808550	3	808550	3
Communication Skill and Message Design	808551	3	808551	3
Community Media Management	808552	3	808552	3
Mass Media in Globalization	808553	3	808553	3
Current Issues in Communication	808554	3	808554	3
Total	≥3	≥9	≥5	≥15

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Research Methodology in Social Sciences	808511	3	808511	3
Seminar 1	808581	1	808581	1
Seminar 2	808582	1	808582	1
Total	3	5	3	5

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	808591	6	-	-
Thesis 2, Option 1.2	808592	6	-	-
Independent Study 1	-	-	808593	2
Independent Study 2	-	-	808594	2
Independent Study 3	-	-	808595	2
Total	2	12	3	6