

**Bachelor of Communication Arts Program**  
**in Media and Communication (International Program)**  
**(For Students ID 63xxxxx)**

**1. Code and Program Title**

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

**2. Title of Degree and Field of Study**

<b>In Thai</b>	Full Title	นิเทศศาสตรบัณฑิต (สื่อและการสื่อสาร)
	Abbreviation	นศ.บ. (สื่อและการสื่อสาร)

<b>In English</b>	Full Title	Bachelor of Communication Arts (Media and Communication)
	Abbreviation	B.Com.Arts. (Media and Communication)

**3. Major Subject (If Applicable) -**

**4. Career Opportunities after Graduation**

The Media and Communications graduates may have careers in  
*For Entertainment Media Industry*

- 1) Work as actors, directors, scriptwriters and producers.
- 2) Assist directors and managers of Thai and international film and TV production companies.
- 3) Crew TV variety program, dramas for established network.
- 4) Manage, direct and organize events for social and entertainment functions.

*For Digital Media Agency*

- 1) Work as content creators and media strategists for digital media and advertising agencies.

*For News Media and Journalism*

- 1) Work as journalists, news editors and anchors, TV correspondents and reporters for both local and international news and media agency.
- 2) Works as broadcast media producer and television documentary makers.
- 3) Work as key man and editors in publishing operations.

4) Work as feature writers for both broadcast media and journalistic work.

*For Academic*

1) Work as media, communication studies, cultural studies and performing arts experts, researchers and academic.

2) Work as communication and media public policy maker, and media consultants.

**5. Total Credits Required**

No less than 168 credits

**6. Program Structure**

1) Foundation Courses		None	credits
2) General Education Courses		38	credits
1. English Communication		12-16	credits
2. Life Appreciation		4	credits
3. Global Citizenship		4	credits
4. Critical Thinking		4	credits
5. Leadership		4	credits
6. Digital Literacy		4	credits
7. GE Electives		2-6	credits
3) Specific Courses	no less than	102	credits
1. Core Courses		56	credits
2. Major Required Courses		16	credits
3. Major Elective Courses		12	credits
4. Compulsory Elective Courses		18	credits
4) I-Design Electives		20	credits
5) Free Electives		8	credits

**Foundation Courses****Non-credit**

**Note I:** Based on their achievement on the essay portion of the MUIC entrance exam, students whose English placement is below ICGC 101 Academic Writing and Research I will be placed into the “ERS Track”. These students will be required to take ICME 100 English Resource Skills and pass the course with the grade of "S" before moving to ICGC 101 Academic Writing and Research I.

ICME 100	English Resource Skills	0
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**General Education Courses****38 credits**

- **English Communication**

**12-16 credits**

**Note I:** Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: ‘ERS Track’, ‘GC Track’ and ‘Advanced GC Track’.

- ‘ERS Track’ – Students who are placed into ‘ERS Track’ will be required to take ICME 100 (a non-credit course) and complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- ‘GC Track’ – Students who are placed into ‘GC Track’ will be required to complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- ‘Advanced GC Track’ – Students who are placed into ‘Advanced GC Track’ will be required to complete 12 credits in English Communication: ICGC 111, ICGC 112 in order, and finally, any 200+ level English courses.

**Note II:** Students in ‘ERS Track’ and ‘GC Track’ must take ICGC 101, ICGC 102 and ICGC 103 without interruption beginning in their first trimester of enrollment.

ICGC 101	Academic Writing and Research I	4
ICGC 102	Academic Writing and Research II	4
ICGC 103	Public Speaking	4
ICGC 111	Academic Writing and Research I (Advanced)	4
ICGC 112	Academic Writing and Research II (Advanced)	4
ICGC 201	Global Realities	4
ICGC 202	Literary Analysis	4
ICGC 203	Creative Writing	4
ICGC 204	Advanced Oral Communication	4
ICGC 206	Literature Into Film	4

ICGC 208	Language and Culture	4
ICGC 210	First and Second Language Acquisition	4
ICGC 211	Topics in Comparative Literature A: Poetry	4
ICGC 212	Topics in Comparative Literature B: The Short Story and the Novel	4
ICGC 213	Topics in Comparative Literature C: Drama	4
ICGC 214	Literary Non-fiction	4
ICGC 215	Writing for Research	4

● **Life Appreciation**

**4 credits**

ICGH 113	Moving Pictures: A History of Film	4
ICGH 117	Drawing as Creative Expression	4
ICGH 118	Photography Visualizing in the Digital Age	4
ICGH 119	Listen! Soundscapes, Well-Being and Musical Soul Searching	4
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
ICGN 108	Essentials of Culinary Science for Food Business	4
ICGN 109	Food for Health	4
ICGN 110	Maker Workshop	4
ICGN 112	Stargazer	4
ICGN 113	Plants, People and Poisons	4
ICGN 115	Human Evolution, Diversity and Health	4
ICGN 120	Chemistry of Cosmetics and Dietary Supplements	4
ICGN 124	Climate Change and Human Society	4
ICGN 125	Games and Learning	2
ICGP 101	American Flag Football	1
ICGP 102	Badminton	1
ICGP 103	Basketball	1
ICGP 104	Body Fitness	1
ICGP 105	Cycling	1
ICGP 106	Discover Dance	1
ICGP 107	Golf	1
ICGP 108	Mind and Body	1
ICGP 109	Selected Topics in Sports	1
ICGP 110	Self Defense (Striking)	1

ICGP 111	Self Defense (Grappling)	1
ICGP 112	Soccer	1
ICGP 113	Social Dance	1
ICGP 114	Swimming	1
ICGP 115	Tennis	1
ICGP 116	Volleyball	1
ICGS 102	Business Sustainability and the Global Climate Change	4
ICGS 115	Sociology in the Modern World	4
ICGS 125	American History, Popular Media and Modern Life	4
ICGS 126	Introduction to Psychology	4
ICGS 127	Positive Psychology	4
ICGS 128	Global Gastronomy and Cuisines	4
ICGS 129	Tea Studies	2
ICLL 100	Self Development	2

● **Global Citizenship**

**4 credits**

ICGH 116	World Cinemas	4
ICGH 120	Thai and ASEAN Cinema	4
ICGH 121	The End of the World? Development and Environment	4
ICGH 122	Introduction to Asian Philosophy	4
ICGH 123	Faiths, Ecological Justice, and the Tropical Rainforests	2
ICGL 101	Elementary German I	4
ICGL 102	Elementary German II	4
ICGL 103	Elementary German III	4
ICGL 111	Elementary Japanese I	4
ICGL 112	Elementary Japanese II	4
ICGL 113	Elementary Japanese III	4
ICGL 121	Elementary French I	4
ICGL 122	Elementary French II	4
ICGL 123	Elementary French III	4
ICGL 131	Elementary Chinese I	4
ICGL 132	Elementary Chinese II	4
ICGL 133	Elementary Chinese III	4

ICGL 141	Elementary Spanish I	4
ICGL 142	Elementary Spanish II	4
ICGL 143	Elementary Spanish III	4
ICGL 160	Introduction to Thai Language and Culture	4
ICGL 161	Elementary Thai I	4
ICGL 162	Elementary Thai II	4
ICGL 163	Elementary Thai III	4
ICGL 170	Diversities in Multilingual Societies	2
ICGL 201	Pre-intermediate German I	4
ICGL 202	Pre-intermediate German II	4
ICGL 203	Pre-intermediate German III	4
ICGL 211	Pre-intermediate Japanese I	4
ICGL 212	Pre-intermediate Japanese II	4
ICGL 213	Pre-intermediate Japanese III	4
ICGL 221	Pre-intermediate French I	4
ICGL 222	Pre-intermediate French II	4
ICGL 223	Pre-intermediate French III	4
ICGL 231	Pre-intermediate Chinese I	4
ICGL 232	Pre-intermediate Chinese II	4
ICGL 233	Pre-intermediate Chinese III	4
ICGL 241	Pre-intermediate Spanish I	4
ICGL 242	Pre-intermediate Spanish II	4
ICGL 243	Pre-intermediate Spanish III	4
ICGN 126	Plant Society	2
ICGS 106	Fashion and Society	4
ICGS 111	Exploring Religions	4
ICGS 112	Geography of Human Activities	4
ICGS 123	Tourism Concepts and Practices	4
ICGS 130	Political Science	4
ICGS 131	Introduction to International Studies	4
ICGS 132	Career Preparation in a Globalized World	4
ICGS 133	Foundation of Mediterranean Cultures	4

● **Critical Thinking**

**4 credits**

ICGH 101	Biotechnology: from Science to Business	4
ICGH 102	Famous Arguments and Thought Experiments in Philosophy	4
ICGH 103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4
ICGH 105	Technology, Philosophy and Human Kind: Where Are We Now?!	4
ICGH 106	The Greeks: Crucible of Civilization	4
ICGH 107	Contemporary Art and Visual Culture	4
ICGH 109	Creative Thinking Through Art and Design	4
ICGH 110	Drawing as Visual Analysis	4
ICGH 115	Cinematic Languages and Its Application	4
ICGH 124	Life Drawing and Anatomy	4
ICGH 125	How Can We Know What Is Good? Moral Reasoning and Behavior	4
ICGH 126	Behavioral Ethics: Why Good People Do Bad Things	2
ICGN 107	The Chemistry of Everyday Life	4
ICGN 111	Physics for CEO	4
ICGN 123	The Earth's Dynamic Structure	4
ICGN 127	Practical Mathematics	2
ICGS 103	Economics in Modern Business	4
ICGS 113	Perspectives on the Thai Past	4
ICGS 134	Is Democracy Good?	4
ICGS 135	Entrepreneurial Accounting	4

● **Leadership**

**4 credits**

ICGN 114	The Scientific Approach and Society	4
ICGN 128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2
ICGS 104	Essentials of Entrepreneurship	4
ICGS 118	Skills in Dealing with People Across Cultures	4
ICGS 121	Abnormal Colleagues: How Do I Make This Work?	4
ICGS 136	Social and Health Issues in Thailand	4
ICGS 137	Witchcraft and Gender Representation	4
ICGS 138	Business Event Essentials	4
ICGS 139	Leadership and Change for a Global Society	4
ICLL 101	Professional Development	2

● **Digital Literacy**

**4 credits**

ICGH 111	Media Literacy: Skills for 21st Century Learning	4
ICGN 116	Understanding and Visualizing Data	4
ICGN 118	Everyday Connectivity	4
ICGN 119	Computer Essentials	4
ICGN 129	Programming for Problem Solving	4
ICGN 130	Cryptography: The Science of Making and Breaking Codes	2
ICGN 131	Digital Search Literacy	2
ICGN 132	Digital Security and Privacy	2
ICGN 133	E-Business: Technology and Digital Strategies	4
ICGN 134	Introduction to Artificial Intelligence	2
ICGS 140	Fake News, Censorship and the Politics of Truth	4
ICLL 102	Skills for a Digital World	2

● **General Education Elective Course**

**2-6 credits**

Students need to take any GE courses to fulfill their 38 credits requirement of General Education: 2 credits for students whose English Communication track are placed into ‘ERS track’ or ‘GC Track’ and 6 credits for students whose English Communication track are placed into ‘Advanced GC Track’. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

**Major Courses****102 credits**● **Core Courses****56 credits**

ICMC 101	Introduction to Media and Communication	4
ICMC 102	Man and Arts for Media and Communication	4
ICMC 104	Audio Communication	4
ICMC 108	Visual Culture and Sociology	4
ICMC 109	Photo Representation in the 21 <sup>st</sup> Century	4
ICMC 110	Mediating Your Life	4
ICMC 111	Convergence Media Culture	4
ICMC 201	Media and Communication Regulations and Ethics	4
ICMC 202	Media and Cultural Theory	4
ICMC 204	Research Methods and Basic Statistics in Communication and Cultural Studies	4
ICMC 208	Transmedia Storytelling	4
ICMC 209	Creativity and Digital Communication	4
ICMC 210	Basic Acting	4
ICMC 217	Media Psychology	4

● **Major Required Courses****16 credits****Module I: Digital Journalism**

ICMC 218	Journalism in the Transmedia Age	4
ICMC 219	Writing for Convergence Journalism and Media	4
ICMC 220	Mass Media and Public Policy: Thailand, ASEAN and the World	4
ICMC 227	New Media Content Creation	4

**Module II: Creative Content**

ICMC 223	Southeast Asian Creative Content Analysis: from Ethno-Historiography Perspectives	4
ICMC 228	Essentials in Pre-Production	4
ICMC 229	Digital Media Production	4
ICMC 230	Literature for Content Creation	4

### Module III: Integrated Media Communication

ICMC 231	Integrated Media Campaigns	4
ICMC 232	Branded Storytelling	4
ICMC 233	Social Media Strategy, Execution and Trends	4
ICMC 234	Integrated Marketing Communication	4

#### ● Major Elective Tracks

12 credits

(Study 1 track or choose 3 subjects from any track)

##### Track I: Writing

ICMC 313	Film Screenwriting	4
ICMC 314	Style and Presentation in Writing	4
ICMC 315	Series and Dramatic Writing	4

##### Track II: Acting

ICMC 325	Acting I: the Fundamentals	4
ICMC 326	Acting II: Advanced Acting	4
ICMC 327	Acting for TV and Film	4

##### Track III: Directing

ICMC 313	Film Screenwriting	4
OR		
ICMC 315	Series and Dramatic Writing	4
ICMC 333	Directing I: Directing the Actors	4
ICMC 334	Directing II: Directing for Recorded Media	4

##### Track IV: Critical Studies

ICMC 345	Genre Movies and Media	4
ICMC 346	“New Waves” Cinema	4
ICMC 347	Cinema: Beyond the New Waves	4

### Track V: Dance and Choreography

ICMC 354	Movement and Human Body	4
ICMC 355	Choreography I	4
ICMC 356	Choreography II	4

### Track VI: Digital Media Production

ICMC 364	Essentials in Production	4
ICMC 365	Essentials in Post-Production I	4
ICMC 366	Essentials in Post-Production II	4

### Track VII: Communication Management

ICMC 375	Art of Persuasion	4
ICMC 376	Targeted Audience Analysis	4
ICMC 377	Film and Media Planning, Funding and Administering	4

### Additional Major Electives

ICMC 203	Popular Entertainment	4
ICMC 342	Film Criticism	4
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 386	Event Management for Media and Communication	4
ICMC 390	Documentary Photography / Still Images in a Moving World	4
ICMC 392	Experimental Film	4
ICMC 393	Theatre Production and Management	4
ICMC 394	Art Photography	4

### ● Compulsory Electives

18 credits

ICMC 399	Professional Internship in Media and Communication	8
ICMC 411	Media and Communication Thesis I: Research and Preparation	4
ICMC 412	Media and Communication Thesis II: Producing, Execution and Operation	4
ICMC 413	Media and Communication Thesis Exhibition	2

## **I-Design Elective Courses**

**20 credits**

The purpose of the I-Design electives is to promote multidisciplinary learning. Students are encouraged to explore courses offered by diverse disciplines across MUIC, Mahidol University, and partner institutions. The I-Design electives can be satisfied upon the completion of the following course categories:

1. Minor courses offered by any program in MUIC
2. Certificate courses offered by any program in MUIC
3. Any major courses offered by any program in MUIC

4. Any major courses offered in Mahidol University (including undergraduate and graduate level courses). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.

5. Any major courses offered at partner institutions (who have MOU with Mahidol University and/or MUIC). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.

## **Free Elective Courses**

**8 credits**

Students can take any courses offered by MUIC and/or Mahidol University as free elective courses with the approval from the advisor. A course within the student's major that is too closely related or redundant to core/required/elective courses is discouraged and may be disapproved by an academic advisor.