

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 in Media and Communication
(International Program)

2. Degree Offered and Field of Study

In Thai Full Name : นิเทศศาสตรบัณฑิต (สื่อและการสื่อสาร)

Abbreviation : นศ.บ. (สื่อและการสื่อสาร)

In English Full Name : Bachelor of Communication Arts (Media and Communication)

Abbreviation : B. Com. Arts (Media and Communication)

3. Major Subject (If Applicable) Not applicable

4. Total Credits Required No less than 160 credits

5. Graduates' advancement

Career opportunities	<p>For Entertainment Media Industry</p> <ol style="list-style-type: none">1) Take on roles as directors, scriptwriters, or producers, contributing to the creation of compelling media content for film, television, and digital platforms.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. <p>For Digital Media Agency</p> <ol style="list-style-type: none">1) Work as content creators and media strategists for digital media and advertising agencies.2) Work as Account Executive, managing client relationships and coordinating projects across various sectors.
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	<p>For News Media and Journalism</p> <ol style="list-style-type: none"> 1) Work as journalists, news editors and anchors, TV correspondents and reporters for both local and international news and media agency. 2) Content Writer/Editor: Creating and editing factual articles, blogs, or scripts for websites, publications, or documentaries. 3) Works as broadcast media producer and television documentary makers. 4) Work as key man and editors in publishing operations. 5) Work as feature writers for both broadcast media and journalistic work. <p>For Academic</p> <ol style="list-style-type: none"> 1) Work as media, communication studies, cultural studies and performing arts experts, and academic. <p>Work as communication and media public policy maker, and media consultants</p>
Further fields of study	MA in Media, Arts, and Culture, Digital Media and Marketing

6. Curriculum Structure

1) Foundation Courses

2) General Education

no less than 30 Non-Credit Credits

General Education Group	GC2 Track*	FE and GC Track*
1. English Communication	10	14
2. GE Literacies	12	12
- MU Literacy	2	2
- Health Literacy	2	2
- Science and Environmental Literacy	2	2
- Intercultural and Global Awareness Literacy	2	2
- Civic Literacy	2	2
- Finance and Management Literacy	2	2
3. GE Electives	8	4
Total	30	30

*Students will be placed into specific tracks based on their achievement in the essay portion of the MUIC entrance exam.

3) Specific Courses	no less than	102	Credits
1. Core Courses		52	Credits
2. Major Required Courses		38	Credits
4. Major Elective Courses		12	Credits
4) I-Design Electives	no less than	20	Credits
5) Free Electives	no less than	8	Credits



Mahidol University
International College

1) Foundation Courses		Non-credit
ICMA100	Foundation Mathematics	0
ICMA101	Precalculus	0

Note I: For B.B.A. students, students whose Mathematics placement is below ICMB151 Business Mathematics are required to take ICMA100 Foundation Mathematics and pass the course with the grade of "S" before moving to ICMB151 Business Mathematics.

For B.Sc. and B.Eng. students, students whose Mathematics placement is below ICMA106 Calculus I and/or ICMA151 Statistics for Science I are required to take ICMA101 Precalculus and pass the course with the grade of "S" before moving to ICMA106 Calculus I and/or ICMA151 Statistics for Science I.

For B.A.Sc. students, students whose Mathematics placement is below ICMA106 Calculus I and ICMA151 Statistics for Science I are required to take ICMA101 Precalculus and pass the course with the grade of "S" before moving to ICMA106 Calculus I and ICMA151 Statistics for Science I.

ICME101	Foundation English: Communication Skills	0
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Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students whose English placement is below ICGC104 English Studies I: The Writer's Toolkit will be placed into the "FE Track". These students will be required to take ICME101 Foundation English: Communication Skills and pass the course with the grade of "S" before moving to ICGC104 English Studies I: The Writer's Toolkit.

2) General Education Courses

30 Credits

English Communication

10 –14 Credits

Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: 'FE Track', 'GC Track' and 'GC2 Track'.

- 'FE Track' – Students who are placed into 'FE Track' will be required to take ICME101 (a non-credit course) and complete 14 credits in English Communication: ICGC104, ICGC105, ICGC106 in order, and finally, any 200+ level English courses.
- 'GC Track' – Students who are placed into 'GC Track' will be required to complete 14 credits in English Communication: ICGC104, ICGC105, ICGC106 in order, and finally, any 200+ level English courses.
- 'GC2 Track' – Students who are placed into 'GC2 Track' will be required to complete 10 credits in English Communication: ICGC105, ICGC106 in order, and finally, any 200+ level English courses.

ICGC104	English Studies I: The Writer's Toolkit	4
ICGC105	English Studies II: The Writer's Voice	4
ICGC106	English Studies III: Public Speaking	4
ICGC221	English Studies IV: The World of English - Global Realities	2
ICGC222	English Studies IV: The World of English - Literary Analysis	2
ICGC223	English Studies IV: The World of English - Creative Writing	2
ICGC224	English Studies IV: The World of English - Advanced Oral Communication	2
ICGC226	English Studies IV: The World of English - Literature Into Film	2
ICGC228	English Studies IV: The World of English - Language and Culture	2
ICGC230	English Studies IV: The World of English - First and Second Language Acquisition	2
ICGC231	English Studies IV: The World of English - Poetry	2
ICGC232	English Studies IV: The World of English - The Short Story and the Novel	2
ICGC233	English Studies IV: The World of English - Drama	2
ICGC234	English Studies IV: The World of English - Literary Non-fiction	2
ICGC235	English Studies IV: The World of English - Writing for Research	2

GE Literacies

12 Credits

Note I: Students must complete courses in the following six categories: MU Literacy, Health Literacy, Science & Environment Literacy, Intercultural & Global Awareness Literacy, and Finance & Management Literacy. Each category requires a minimum of 2 credits.

Note II: If a student selects a 4-credit course to fulfill a 2-credit literacy requirement, the excess 2 credits cannot be allocated or applied toward GE Elective or Free Elective credits. Instead, these excess credits will be entirely allocated to the literacy for which they were originally intended.

● MU Literacy

2 Credits

ICGB101	Project Management for Impacts	2
ICGB108	Event for Good	2
ICGN139	Scientific Inquiry and the Community	2
ICGS169	Learning by Doing	2
ICGS171	Digital Campaign for Gender Issues	2

ICGS172	Service Learning - Making Change	4
ICGS173	Service Learning - Campaigning for a Cause	4
ICGS175	Social Innovation and Sustainability	2
ICGS176	Sustainable Cooking	2
ICGS177	Social Innovation: Empowering Sustainable Communities	2
ICGT107	Innovation: Inside Out	2

• **Health Literacy**

2 Credits

ICGH136	Sound & Soul: A Journey of Music, Emotion, and Well-being	2
ICGH143	Flowers and Fragrances for Health	2
ICGN135	Personal Health and Well being	2
ICGP101	American Flag Football	1
ICGP102	Badminton	1
ICGP103	Basketball	1
ICGP104	Body Fitness	1
ICGP105	Cycling	1
ICGP106	Discover Dance	1
ICGP107	Golf	1
ICGP108	Mind and Body	1
ICGP109	Selected Topics in Sports	1
ICGP110	Self Defense (Striking)	1
ICGP111	Self Defense (Grappling)	1
ICGP112	Soccer	1
ICGP113	Social Dance	1
ICGP114	Swimming	1
ICGP115	Tennis	1
ICGP116	Volleyball	1
ICGP118	Health and Wellness	2
ICGP119	Mindful Food and Well-being	2
ICGP120	Mind and Body: Navigating the Interplay of Brain, Behavior, and Well-being	2
ICGS121	Abnormal Colleagues: how do I make this work?	4
ICGS126	Introduction to Psychology	4

ICGS155	Pathway to Purpose: Life Design and Self-Exploration	4
ICGS164	Positive Psychology	2
ICGS178	Unmasking Human Behaviour: Exploring Psychological Truths about Behaviour	2
ICGS179	Health and Society	2
ICLL100	Self Development	2

● **Science & Environment Literacy**

2 Credits

ICGH131	Unraveling the Anthropocene: A Philosophical Critique of Earth's Shifts and Humanity's Roles	2
ICGH142	Fantasy Literature's Environmental Message	2
ICGH144	A Candle in the Dark: How to Tell Fact from Fiction	2
ICGN105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
ICGN107	The Chemistry of Everyday Life	4
ICGN108	Essentials of Culinary Science for Food Business	4
ICGN111	Physics for CEO	4
ICGN113	Plants, People and Poisons	4
ICGN114	The Scientific Approach and Society	4
ICGN115	Human Evolution, Diversity and Health	4
ICGN116	Understanding and Visualizing Data	4
ICGN119	Computer Essentials	4
ICGN123	The Earth's Dynamic Structure	4
ICGN124	Climate Change and Human Society	4
ICGN126	Plant Society	2
ICGN127	Practical Mathematics	2
ICGN128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2
ICGN129	Programming for Problem Solving	4
ICGN130	Cryptography: The Science of Making and Breaking Codes	2
ICGN134	Introduction to Artificial Intelligence	2
ICGN136	Creator Workshop	2
ICGN137	Star Wanderer	2
ICGN138	Cosmetics Chemistry	2
ICGN140	Food Energy for Health	2

ICGN141	Life in the Sea	2
ICGN142	Energy and the Environment	2
ICGN143	Gaia: Life on Earth	2
ICGT101	Technology-Enhanced Learning: Harnessing AI & Digital Tools for Academic Success	2
ICGT102	Digital Document Management	2
ICGT103	Computational Thinking	2
ICGT104	Tell a Great Story with Data	2
ICGT105	No-Code Application Development	2
ICGT106	Data and Spreadsheets	2
ICLL102	Skills for a Digital World	2

● **Intercultural & Global Awareness Literacy**

2 Credits

ICGH107	Contemporary Art and Visual Culture	4
ICGH109	Creative Thinking Through Art and Design	4
ICGH110	Drawing as Visual Analysis	4
ICGH115	Cinematic Language and Applications	4
ICGH116	World Cinemas	4
ICGH117	Drawing as Creative Expression	4
ICGH118	Photography Visualizing in the Digital Age	4
ICGH120	Thai and ASEAN Cinema	4
ICGH124	Life Drawing and Anatomy	4
ICGH128	Internet Celebrity, Culture and the Media	4
ICGH130	The Logic Lab: Crafting Coherent Arguments	2
ICGH132	The Rise and Fall of Ancient Athens	2
ICGH135	The Horror Film	2
ICGH137	Apocalypse Now, or Never, or Maybe?	2
ICGH139	Spirituality, Sustainability, Ecosystems	2
ICGH141	SPQR—Glimpses of Rome	2
ICGH145	Essentials to Photography, Skills and Practices	2
ICGH146	Acting for Self-Discovery and Empathizing with Others	2
ICGH147	Myth and the Masks of the Divine	2
ICGH148	Quest for Global Justice: A Philosophical Inquiry	2

ICGL101	Elementary German I	4
ICGL102	Elementary German II	4
ICGL103	Elementary German III	4
ICGL111	Elementary Japanese I	4
ICGL112	Elementary Japanese II	4
ICGL113	Elementary Japanese III	4
ICGL121	Elementary French I	4
ICGL122	Elementary French II	4
ICGL123	Elementary French III	4
ICGL131	Elementary Chinese I	4
ICGL132	Elementary Chinese II	4
ICGL133	Elementary Chinese III	4
ICGL141	Elementary Spanish I	4
ICGL142	Elementary Spanish II	4
ICGL143	Elementary Spanish III	4
ICGL160	Introduction to Thai Language and Culture	4
ICGL161	Elementary Thai I	4
ICGL162	Elementary Thai II	4
ICGL163	Elementary Thai III	4
ICGL164	Thai Writing for Specific Purposes in Workplace *for native Thai students	2
ICGL171	Diversities in Multilingual Societies	2
ICGL172	Chinese Influence in Thai Society	2
ICGL173	Introduction to Japanese Societies	2
ICGL174	From Siesta to Fiesta: Introduction to Spanish and Latin American Culture	2
ICGL201	Pre-Intermediate German I	4
ICGL202	Pre-Intermediate German II	4
ICGL203	Pre-Intermediate German III	4
ICGL211	Pre-Intermediate Japanese I	4
ICGL212	Pre-Intermediate Japanese II	4
ICGL213	Pre-Intermediate Japanese III	4
ICGL221	Pre-intermediate French I	4

ICGL222	Pre-intermediate French II	4
ICGL223	Pre-intermediate French III	4
ICGL231	Pre-Intermediate Chinese I	4
ICGL232	Pre-Intermediate Chinese II	4
ICGL233	Pre-Intermediate Chinese III	4
ICGL241	Pre-Intermediate Spanish I	4
ICGL242	Pre-Intermediate Spanish II	4
ICGL243	Pre-Intermediate Spanish III	4
ICGN125	Games and Learning	2
ICGS112	Geography of Human Activities	4
ICGS128	Global Gastronomy and Cuisines	4
ICGS131	Introduction to International Studies	4
ICGS132	Career Preparation in a Globalized World	4
ICGS133	Foundation of Mediterranean Cultures	4
ICGS137	Witchcraft and Gender Representation	4
ICGS143	Introduction to Air Transport and Tourism	4
ICGS156	Fashion and Society	2
ICGS157	Asian Religious Traditions	2
ICGS159	The Self and Modern Media	2
ICGS161	Skills in Dealing with People Across Cultures	2
ICGS162	Arts, Culture and Tourism Development	2
ICGS165	Tea Studies	2
ICGS167	Coffee Studies	2
ICGS168	Faith a Lifestyle	2
ICGS180	Cafe Story and Slow food	2
ICGS181	Cuisine and Culture	2
ICGS182	Humor Horizons	2

● **Civic Literacy**

2 Credits

ICGH126	Behavioral Ethics: Why Good People Do Bad Things	2
ICGH129	Searching for Meaning	2
ICGH133	Socrates, His Predecessors and Successors	2
ICGH134	Digital Media Literacy: Skills for 21st Century Learning	2

ICGH138	The Philosophies of Asia	2
ICGH140	Ethics and Evolution	2
ICGH149	Law, Technology, and Society	2
ICGH150	Global Perspectives on Free Expression in the Digital Age	2
ICGN131	Digital Search Literacy	2
ICGN132	Digital Security and Privacy	2
ICGN144	Environmental Ethics	2
ICGN145	Food Integrity and Food Fraud: When a Food Product Is Not What It Seems	2
ICGS134	Is Democracy Good?	4
ICGS136	Social and Health Issues in Thailand	4
ICGS140	Fake News, Censorship and the Politics of Truth	4
ICGS147	Women in Leadership	4
ICGS158	Contemporary Issues in Thailand	2
ICGS160	Self and Society	2
ICGS163	Popular Media and Conflicts	2
ICGS166	Power and Politics	2
ICGS170	Civic Action in Thailand	2
ICGS183	Media and Community	2

● **Finance & Management Literacy**

2 Credits

ICGB102	Navigating the Market Landscape	2
ICGB103	Decoding Economic News	2
ICGB104	Entrepreneurship in a Disruptive Environment	2
ICGB105	Personal Finance Literacy	2
ICGB106	The Business of Fashion	2
ICGB107	Tourism Management Perspectives	2
ICGB109	Business Event Essentials	2
ICGB110	Management Styles of Effective Leaders	2
ICGB111	Leadership in a Global Society	2
ICGB112	The Art of Pricing	2
ICGB113	Crisis Management in Service Businesses	2
ICGB114	Cultural Strategies for Success: Unveiling Eastern Business Dynamics	2

ICGB115	Money: Deciphering Currencies of Value	2
ICGB116	Managing Self and Working with Others	2
ICGH101	Biotechnology: from Science to Business	4
ICGS102	Business Sustainability and the Global Climate Change	4
ICGS135	Entrepreneurial Accounting	4
ICGS153	Social Media Management for Service Sector	2
ICGS174	The Art of Leadership in Practice: Inspiration	2
ICGS184	Healthy Habits, Happy Shoppers: Exploring Health Literacy in Consumer Decisions	2
ICLL101	Professional Development	2

General Education Elective Courses

4-8 Credits

Students need to take remaining courses in any GE category to fulfill their 30 credits requirement of GE:4 credits for students whose English Communication track are placed into 'FE track' or 'GC Track' and 8 credits for students whose English Communication track are placed into 'GC2 Track'. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

3) Specific Courses

no less than

110 Credits

1. Core Courses

52 Credits

ICMC 102	Man and Arts for Media and Communication	4
ICMC 104	Audio Communication	4
ICMC 108	Visual Culture and Sociology	4
ICMC 112	Media and Culture in the Digital Age	4
ICMC 113	Introduction to Communication and Collaboration	4
ICMC 114	Writing for Interactive and Digital Media	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
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2. Major Required Courses

38 Credits

The program offers students two distinct tracks, allowing them to choose from one of the following options.

Track I: Content Creation 20 credits

ICMC 223	Southeast Asian Creative Content Analysis: from Ethno-Historiography Perspectives	4
ICMC 229	Digital Media Production	4
ICMC 240	Storytelling for Content Creation	4
ICMC 241	Pre-Production Mastery: Directing Focus	4
ICMC 242	Directing Fictional Film: The Art of Digital Story craft	4

Track II: Integrated Media Communication 20 credits

ICMC 232	Branded Storytelling	4
ICMC 233	Social Media Strategy, Execution and Trends	4
ICMC 234	Integrated Marketing Communication	4
ICMC 235	Strategic Communication	4
ICMC 376	Targeted Audience Analysis	4

Capstone courses that are part of the major require 18 credits.

ICMC 398	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

3. Major Elective Courses

12 Credits

(Study one module or select three subjects from any of the following twelve modules.)

Module I: Live Performance

ICMC 308	Theatre Production I	4
ICMC 309	Theatre Management I	4
ICMC 310	Theatre Production II	4

Module II: Writing

ICMC 313	Film Screenwriting	4
ICMC 316	Advertisement & Copywriting	4
ICMC 317	Journalistic Writing	4

Module III: Acting

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

Module IV: Directing

ICMC 333	Directing I: Directing the Actors	4
ICMC 334	Directing II: Directing for Recorded Media	4
ICMC 335	Directing Live Performance	4

Module V: AI For Media and Communication

ICMC 336	AI For Storytelling	4
ICMC 337	AI For Design and Brand Identity	4
ICMC 338	AI For Media Creation	4

Module VI: Film Making

ICMC 348	Art Direction & Production Design	4
ICMC 349	Cinematic Lighting and Film Production Sound	4
ICMC 350	Short Film Creation	4

Module VII: Dance & Choreography

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

Module VIII: Video and Film Editing

ICMC 357	Post- Production I	4
ICMC 358	Post- Production II	4
ICMC 359	Post- Production III	4

Module IX: Cinematography

ICMC 368	Cinematography I	4
ICMC 369	Cinematography II	4
ICMC 357	Post-Production I	4

Module X: Media Entrepreneur

ICMC 378	Entertainment Management	4
ICMC 379	Media Creator (S/L, Livestream)	4
ICMC 380	Media Creator Business and Social Commerce	4

Module XI: Design for Media Creators

ICMC 328	Design for Video and Film	4
ICMC 329	Design for Live Performances	4
ICMC 330	Design for Immersive Experience	4

Module XII: Factual Content Creation

ICMC 395	Video on demand (Factual Digital Media Approach: Researching, Creating, Communication)	4
ICMC 396	Digital Storytelling Through Podcasting	4
ICMC 397	Live Streaming Production: Techniques and Strategies	4

Additional Major Electives

The program also provides the following courses, which can be counted toward either major electives, I-Design electives, or additional electives.

ICMC 203	Popular Entertainment	4
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
ICMC 230	Literature for Content Creation	4
ICMC 236	Media Production Essentials	4
ICMC 237	Influencer Communication, Strategies and Practices	4
ICMC 238	Foundations of Organizational Communication	4
ICMC 239	Pitching and Presenting for Success	4
ICMC 243	Persuasion and Negotiation	4
ICMC 342	Film Criticism	4
ICMC 347	Cinema: Beyond the New Waves	4
ICMC 375	Art of Persuasion	4
ICMC 377	Film & Media Planning, Funding & Administrating	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 389	Special Effects Make-up for Television and Film	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