



Degree Level  Bachelor's  Grad.Dip.  Master's  Higher Grad.Dip.  Doctoral Mahidol University International College  
 TQF2 Bachelor of Communication Arts Program in Media and Communication (International Program) Fine and Applied Arts Division

## Mahidol University Degree Profile



Undergraduate Program	
<b>1. Program Title</b>	
(Thai)	หลักสูตรนิเทศศาสตรบัณฑิต สาขาวิชาสื่อและการสื่อสาร (หลักสูตรนานาชาติ)
(English)	Bachelor of Communication Arts in Media and Communication (International Program)
<b>2. Degree Title</b>	
(Thai)	นิเทศศาสตรบัณฑิต (สื่อและการสื่อสาร)
(English)	Bachelor of Communication Arts ( Media and Communication)
Program Overview	
Type of Program	Bachelor's Degree (International Program), Academic program
Number of Credits	No less than 168 credits
Duration of Program / Program Cycle	4 years (12 trimesters)
Program Status and Schedule of Program Start Dates	Revised Program 2019 Program start: Trimester 1 Academic Year 2020
Degree Offered	Bachelor of Communication Arts
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	-----
Specific Data of the Program	
Purpose/ Goals	The program aims to prepare students for a new landscape in media and communication. Upon completion of the program students will have a deep understanding of the role of media in shaping our individual and collective



<p>Objectives</p>	<p>identities. They will have the knowledge and skill necessary to seek jobs in the media industry at home or abroad, and they will have the profile and supervision to do so.</p> <p>The program also aims to develop not only students with technical competency but also the responsible professionals, who are equipped with moral, ethics and possess Mahidol University graduate attributes.</p> <p>To produce graduates who have the characteristics, knowledge and skills as follows:</p> <ol style="list-style-type: none"><li>1) To be the media skilled personnel who possess analytical minds, always concern on social issues and seek solutions.</li><li>2) To be neutral, responsible to society and community, and ethical in the profession.</li><li>3) To possess the ability to explore, research and create content that move the world forward through media innovations.</li><li>4) To be a media creator of quality for Thailand, Southeast Asian region and the world.</li><li>5) To be well-equipped with Mahidol University graduate attributes (MAHIDOLpol)</li><li>6) To possess social skills in both communication and working in team, who can both be a leader and a follower.</li></ol> <p>The students are expected to have a broad range of interdisciplinary knowledge and creative skills, from critical thinking and excellent writing to the ability to create strategic communication campaign, sharp media issues,</p>
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	interactive media, performing art projects, and media policy etc.
Distinctive Features	The program is the only international program of communication arts in the country that students can both choose their Module of study and major elective tracks, and conduct their thesis project so as to produce their media portfolios. Emphasis of the program is on digital media content creation, intent and communicability over simple 'form' (i.e., digital media campaign, awareness campaign, digital journalism and creative media products) through a focus on convergence of media platforms to prepare students for emerging digital disruption.
Academic System (semester/trimester/quarter system)	Trimester system
<b>Advancement Path of the Graduates</b>	
Career Opportunities	<p><b>For Entertainment Media Industry</b></p> <ol style="list-style-type: none"> <li>1) Work as actors, directors, scriptwriters and producers.</li> <li>2) Assist directors and managers of Thai and international film and TV production companies.</li> <li>3) Crew TV variety program, dramas for established network.</li> <li>4) Manage, direct and organize events for social and entertainment functions.</li> </ol> <p><b>For Digital Media Agency</b></p> <ol style="list-style-type: none"> <li>1) Work as content creators and media strategists for digital media and advertising agencies.</li> </ol> <p><b>For News Media and Journalism</b></p> <ol style="list-style-type: none"> <li>1) Work as journalists, news editors and anchors, TV correspondents and reporters for both local and international news and media agency.</li> <li>2) Works as broadcast media producer and television</li> </ol>



	<p>documentary makers.</p> <p>3) Work as key man and editors in publishing operations.</p> <p>4) Work as feature writers for both broadcast media and journalistic work.</p> <p><b>For Academic</b></p> <p>1) Work as media, communication studies, cultural studies and performing arts experts, researchers and academic.</p> <p>2) Work as communication and media public policy maker, and media consultants.</p>
<b>Further Study after graduation</b>	Master of Communication Arts/ Master of Arts/ PhD
<b>Educational Philosophy in Program Management</b>	
Program Philosophy	<p>The Media and Communications curriculum is the first-degree program in Thailand that is specifically designed to prepare students for emerging disruptive digital markets. It accomplishes this through a focus on convergence of digital media platforms and a strong emphasis for content, intent, and communicability over simple ‘form’ as popularly use in other Thai undergraduate programs. Thus, there are 3 Modules i.e. digital journalism, creative content and integrated media communication.</p> <p>Through the integration of Theory and Practice, the curriculum delivers both knowledge and application. This method allows students to gain a deep understanding of theory while equipping them with the necessary skills for entering the workforce. Media and Communications program is uniquely positioned to prepare students for the current converging media environments. The theoretical portion of the program is designed to establish a base of interdisciplinary knowledge combining humanities, social science, arts and technology, and communication. On top of this foundation the curriculum delivers a deep</p>



	<p>understanding of media and communication in a global and rapidly changing environment. The practical application portion of the program ensures students can apply theory in a working context. It fosters critical thinking and creativity while cementing high quality media and communication skills.</p> <p>Outcome-based education is implemented with student as the centered of the learning experience. Constructivism teaching and learning-centered education philosophy are combined in the curriculum to allow students to reach their personal potential and cultivating a passion to innovate and to possess life-long learning.</p>
Strategy / Practice in teaching and learning	<p>Integration of theory and practice where arts, aesthetics, literature, communication theory, storytelling, digital communication, media public policy and dramatic arts is the core foundation where creative skills, critical thinking and excellent writing ability are developed to shape media issues. Strategic communication campaigns, interactive media, media policy and performing arts projects are some of the outcomes of the knowledge application of these classes. Students then choose their Module of studies and major elective tracks to sharpening their craft and skills before going for in internship in the media industry. Finally, students will create their individual thesis project that shows their success of knowledge application into media product that has value for society.</p> <p>Teaching strategy follows the outcome-based learning in which the objectives of the program are established by feedback from all stakeholders i.e. faculty members,</p>



	<p>students, alumni, parents and employers. The curriculum puts emphasis on</p> <ul style="list-style-type: none"> <li>- Inquiry-based learning</li> <li>- Active/Participatory learning activity</li> <li>- Team-based learning</li> <li>- Project-based learning and case-based learning</li> <li>- Workplace-based activity</li> <li>- Student development learning</li> </ul>
<p>Strategy / Practice for Evaluating Learning Outcomes of Students</p>	<p>Different methods of formative and summative evaluation are used i.e. written examination, media product creation assignment, practical test, presentation, class participation and project-based learning. Each class will assess students required skills and knowledge regarding to the LOs of the program through project-based assignment, exams and quiz. Above all, it is through the thesis project that will finalize the overall evaluating LOs of each student since they have to create their own media products or digital campaign regarding to the content and objective of their thesis.</p>
<p><b>Competencies Enhanced to the Students of the Program</b></p>	
<p>Generic Competence</p>	<p>In order to produce graduates who are equipped with the 21<sup>st</sup> century skill, the generic competence is as follow:</p> <p><b>English Communication:</b> Use academic writing skills to express opinion; apply critical and creative thinking through English communication; and develop a voice in written and spoken English that can be adapted to different audiences</p> <p><b>Life appreciation:</b> Demonstrate the ability to recognize, respect, and value diverse experiences for a healthy life</p>



	<p><b>Critical thinking:</b> Apply critical thinking to construct well-reasoned solutions or conclusions</p> <p><b>Global citizenship:</b> Examine the current state of the world and the connection between local and global issues</p> <p><b>Leadership:</b> Demonstrate the ability to take initiatives that bring about change for the well-being of the community</p> <p><b>Digital literacy:</b> Demonstrate the ability to use digital technology to manage communicate, and stimulate knowledge and reasoning</p>
Subject-specific Competence	<ul style="list-style-type: none"> <li>- Knowledge: Apply the interdisciplinary knowledge of combining humanities, science, arts, technology and communication to create media product and strategy.</li> <li>- Application: Create and design media products, content and strategy using deep understanding of media and communication.</li> <li>- Professionalism: Solve problems creatively and professionally and be able to work in team both as a follower and a leader.</li> </ul>
<b>Learning Outcomes of the Graduates</b>	
PLOs	<p>At the end of the program, successful students will be able to:</p> <p>PLO 1 Apply ethics in the professional practice of craft-led works and academic studies.</p> <p>PLO 2 Solve problems to creatively overcome theoretical and pragmatic obstacles related to content creation.</p> <p>PLO 3 Heighten creativity and global thinking to embrace cultural diversity in national and global perspectives.</p> <p>PLO 4 Create, design and generate high quality media</p>



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	<p>content.</p> <p>PLO 5 Generate, identify and execute media convergence and media convergence strategies respectively.</p> <p>PLO 6 Use media for communication from the level of interpersonal into global.</p>
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