

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

**New Program 2015**

**Name of institution** Mahidol University  
**Campus/Faculty/Department** International College

**Section 1 General Information**

**1. Curriculum Name**

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

**2. Name of Degree and Sections**

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

**3. Major Subjects** 1) Mass Communication and Journalism Concentration  
2) Creative Content Concentration

**4. Required Credits** No less than 180 Credits

**Note:** If students are placed into the 'Advanced Track' for their General Education requirement in English, 4 credits of General Education in English will be waived.

**5. Curriculum Characteristics**

- 5.1 Curriculum type/model**  
Bachelor's Degree, four-years program
- 5.2 Language**  
English
- 5.3 Recruitment**  
Thai and international students
- 5.4 Cooperation with other universities**  
This program is a MUIC program.
- 5.5 Degrees offered to the graduates**  
One degree of one major

**6. Curriculum Status and Curriculum Approval**

- 6.1 New Program 2015 Program start: Trimester 1 Academic Year 2015
- 6.2 The Scrutiny Committee approved the program in its meeting no. 11/2014 on December 4, 2014.
- 6.3 The Deans approved the program in its meeting no. 4/2015 on February 25, 2015.
- 6.4 The MU Council approved the program in its meeting no. 494 on March 18, 2015.

**7. The Ability to implement/promote the curriculum**

Academic Year 2017

**8. Opportunities of the graduates**

- 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.