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 สาขาวิชาสื่อและการสื่อสาร
   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.