

**Bachelor of Communication Arts Program in Communication Strategy and Ideation  
(International Program)**

**Degree Plan**

**Total Number of Credits**

<b>General Education</b>	<b>30 credits</b>
English Languages	9 creditts
Integrated Professional Skills Course	21 creditts
<b>Professional Education</b>	<b>96 credits</b>
Core Courses	33 credits
Major Requirements	33 credits
Major Electives	15 credits
Minor Courses	15 credits
<b>Free Electives</b>	<b>6 credits</b>
<b>Total</b>	<b><u>132</u> credits</b>

**List of Courses**

**1. General Education (30 Credits)**

**English Languages (9 Credits)**

IEN 106	The Art of Writing	3
IEN 107	Critical Reading and Writing	3
IEN 108	Persuasive Presentation	3

**Integrated Professional Skills Course (21 Credits)**

IGE 101	Thinking Skills for Lifelong Learning	3
IGE 102	Citizenship and Social Transformation	3
IGE 103	Technology and Innovation	3
IGE 104	Aesthetics and Well-being for Life	3
IGE 105	Global Alliance and Emerging Issues	3
IGE 106	Financial Literacy and Sustainable Development	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3

## 2. Professional Education (96 credits)

### Core Courses (33 credits)

CAI 101	Communication: Theories and Practices	3
CAI 102	Media Law and Ethics	3
CAI 103	Art of Speaking	3
CAI 104	Digital Photography	3
CAI 105	Art of Storytelling	3
CAI 106	Marketing Communications in Digital Age	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3
CAI 108	Trends in Communication Technology	3
CAI 109	Media and Entertainment Business	3
CAI 111	Creative Design Workshop	3
CAI 112	Channel Planning	3

### Major Requirements (33 credits)

CSI 100	Communication Strategy and Ideation	3
CSI 200	Understanding International Media Industry	3
CSI 201	Critical and Creative Thinking	3
CSI 202	Digital Consumer for Marketing Communication	3
CSI 203	Multi-platform Narrative	3
CSI 204	Media Asset Management	3
CSI 400	Integrated Marketing Communication Campaign	3
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3
CSI 402	Regional and International Media Issues	3
CSI 403	Degree Project	6
or		
CSI 404	Communication Strategy and Ideation Internship	6

### Major Electives (15 credits)

Students select only 15 credits from the following courses.

CSI 311	Creativity in Digital Communication	3
CSI 312	Strategic Branding	3
CSI 313	Brand Channels and Experiences	3
CSI 314	Visual and Audio Communication in Marketing Communication Strategy	3
CSI 315	Customer Relationship Management	3
CSI 316	Event Planning Management	3
CSI 321	Copywriting	3
CSI 322	UX and UI Designs	3

CSI 323	New Media Management for Marketing Communication	3
CSI 324	International Communication Strategy	3
CSI 325	Corporate Social Responsibility Campaign	3

**Minor Courses** **(15 credits)**

IMI 202	Production Design and Visualization Workshop	3
IMI 203	Digital Media Foundation Techniques	3
IMI 331	Short-form and New Media Production	3
IMI 332	Infotainment Production	3
IMI 334	Documentary and News Production	3

**3. Free Electives** **(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

CSI 501	E-Sport Marketing for Marketing Communication	3
CSI 502	Marketing Communication for Luxury Brand	3
CSI 503	Marketing Communication for Health and Beauty Brand	3
CSI 504	B2B Marketing and Communication	3
CSI 505	Communicating for Sustainability	3
CSI 506	Special Topics in Communication I	3
CSI 507	Special Topics in Communication II	3
CSI 508	Independent Study	3
CSI 509	Study Trips: International	6

## Course Description

### 1. General Education (30 Credits)

#### English Languages (9 Credits)

#### **IEN 106 The Art of Writing (3 Credits)**

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

#### **IEN 107 Critical Reading and Writing (3 Credits)**

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

#### **IEN 108 Persuasive Presentation (3 Credits)**

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.

#### Integrated Professional Skills Course (21 Credits)

#### **IGE 101 Thinking Skills for Lifelong Learning (3 Credits)**

A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.

#### **IGE 102 Citizenship and Social Transformation (3 Credits)**

A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.

#### **IGE 103 Technology and Innovation (3 Credits)**

A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.



**CAI 103 Art of Speaking (3 credits)**

This course focuses on principles and different forms of public speaking. Emphasis is on instruction, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Upon completion, students will be able to prepare and deliver well-organized speeches in various occasions. This practice-based course highlights on different skill sets - speaking, listening and interpersonal skills - essential to be effective communicators in everyday life and public settings.

**CAI 104 Digital Photography (3 credits)**

This course aims to introduce students to the basic principles and application of digital photography. Topics include camera operation, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.

**CAI 105 Art of Storytelling (3 credits)**

This course examines various forms of storytelling in contemporary media through both verbal and non-verbal communications. Students will be investigating the key element and the anatomy of the good story along with visual storytelling and the dramatic quality. Students learn the techniques of how to develop listening and seeing skills and how imagination, and personal experiences can be utilized to create a unique and effective communication.

**CAI 106 Marketing Communications in Digital Age (3 credits)**

This course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

**CAI 107 Data Analytics and Research Design for Insightful Communication (3 credits)**

This course aims to bring together the theoretical and practical elements of research, data analysis, and audience insights. This course places an emphasis on applying various research methodologies, both quantitative and qualitative as part of a process for content creation in Marketing Communication.

**CAI 108 Trends in Communication Technology (3 credits)**

This course aims to keep students up to date on the current and the future trends of communication technology in digital age. Students will learn the background of new communication and information technology, and explore the way how technologies influence our everyday lives these days. Emphasis is on the rapid growth of smart devices and broadcasting technology, new media, convergent media as well as 360 video, and virtual reality (VR) technology.

**CAI 109 Media and Entertainment Business (3 credits)**

The course explores features and elements of entertainment and creative businesses such as advertisement, public relations and events management. Students will learn theories and concept of marketing, marketing strategies, situation analysis, media analysis, targeted group analysis, contextual analysis, strategic planning, assessing cost and value and managing entertainment business. Throughout the course, students will be encouraged to look into different factors contributing to success in media and entertainment business in various contexts.

**CAI 111 Creative Design Workshop (3 credits)**

Prerequisite: Passed CAI 104

This course aims to design to teach students fundamental perceptive of graphics creation through the use of software programs employed by digital media and interactive-media companies. Emphasis is on the difference between raster and vector graphic, color theory, digital color models, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum will provide students solid foundation knowledge of creating elements for digital media production.

**CAI 112 Channel Planning (3 credits)**

This course explores principles, theories, tools and alternative platforms of communication, and channel planning both online and offline. Topics include: market situation analysis; new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

**Major Requirements (33 credits)****CSI 100 Communication Strategy and Ideation (3 credits)**

This course aims to introduce general concepts, forms and roles of communication strategy, so that students can design effective communication plans which can be used in several contexts. Also, students will learn and understand media tools' conditions, and see direction to develop new approach of communication.

**CSI 200 Understanding International Media Industry (3 credits)**

This course aims to introduce the evolution of national and international media industry, focusing on the principles of function, structure and the influence of mass media in digital age. Also, it provides the understanding of strategic communication and style of presentation, reflecting the lifestyle and thoughts of each country's citizens.

**CSI 201 Critical and Creative Thinking (3 credits)**

This course provides students basic concepts and process of critical and creative thinking, starting from their own imagination to real work, and give them opportunities to producing creative works by using several techniques.

**CSI 202 Digital Consumer for Marketing Communication (3 credits)**

This course studies marketing communication concepts plan for consumer decision in the digital era, relationship management between brand and consumers by appropriate traditional, and digital marketing communication tools.

**CSI 203 Multi-platform Narrative (3 credits)**

This course studies the main concept of storytelling and writing techniques as well as nature of media platforms, aiming to equip students with a storytelling and communication skills to narrate the story effectively and creatively.

**CSI 204 Media Asset Management (3 credits)**

This course provides students with concepts to maximize their media asset values. Main topics to study relating budget planning, production cost calculation, financial management, depreciation, media cost, business report and media asset management.

**CSI 400 Integrated Marketing Communication Campaign (3 credits)**

Integrated Marketing Communication Campaign is a course based on theories and practice on planning and developing marketing communication campaign with mixed media use. This course focuses on marketing communication campaign in all media mixes; traditional media, new media, social media, and other media. Students will practice mixed media marketing campaign practices through in -class marketing communication projects administered.

**CSI 401 Entrepreneurship, Funding and Producing in Media Business (3 credits)**

This course combines both professional knowledge in media and entrepreneurship. Students will be able to develop skill set necessary to compete in the most competitive business today—the media and entertainment business. Emphasis is on management skills: business planning, researching the market, customers' analysis, setting up collaboration, fundraising, selling of ideas, products and services, and the production of media business.

**CSI 402 Regional and International Media Issues (3 credits)**

Prerequisite: 4th year students only and passed at least 99 accumulative credits

This course aims to analysis of regional and international Media issues, relating the effect of development and social changes. The tendency of regional and international broadcasting is discussed as case studies.



**CSI 403 Degree Project (6 credits)**

Prerequisite: 4th year a student only and passed at least 27 credits of major required courses

Students will design a graduation project, and execute it at a level that meets the required standard. The graduation project must be in topics related to innovative media production with objectives to meet the demands of media industry nationally and globally. Students will need an approval from the faculty committee on their chosen topics. Following a successful accomplishment of their projects, student will submit a thesis that critically discusses their projects and contribute to knowledge in the field of media.

**CSI 404 Communication Strategy and Ideation Internship (6 credits)**

This course provides students with the opportunity to apply theories and skills developed in the major through producing a real-to-life communication project, and to develop students' readiness and various capabilities for their future career such as job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as entrepreneurship skills, recommended practices at work and workplace safety.

**Major Electives (15 credits)**

Students select only 15 credits from the following courses.

**CSI 311 Creativity in Digital Communication (3 credits)**

This course provides students the concept of creativity and variety of case studies in order to show them how to integrate the ideas and information to develop the effective digital communication strategies. They will be able to target the right audiences, implement objectives and initiate communication strategy creatively on the basis of morality and ethics.

**CSI 312 Strategic Branding (3 credits)**

This course introduces students to the theories and techniques used in integrated branding communication in various settings. Students will examine how to build brands and how to do brand positioning, as well as rebranding and refreshing brands. Students will also explore how to use a communication plan to accomplish the goals of branding activities.

**CSI 313 Brand Channels and Experiences (3 credits)**

This class explores emerging concepts in neuromarketing and psychological principles in marketing communication. It explores brain mechanisms that affect the interpretation and processing of marketing communication information and seeks to understand the five sensory systems; sight, taste, smell, touch, and the role of emotions that affect a customer's response to events or to marketing communication stimuli. Applied learning experiences focus on case study analysis about sensational marketing communication.

**CSI 314 Visual and Audio Communication in Marketing Communication Strategy (3 credits)**

This course focuses on learning the importance of visual communication and creates the appropriate marketing communication with the creation of visual content, learning color theory, photography and the use of creative compositions to integrate diverse platforms to stimulate awareness and communication with consumers quickly and easily especially building a positive relationship with the brand.

**CSI 315 Customer Relationship Management (3 credits)**

In this course, students will examine CRM as a strategy that integrates internal processes and external networks to create and deliver value for targeted customers and for the organization. Students will take a broader view of 'marketing' and 'marketing communication' than just designing a product, advertising, pricing and distributing it to consumers. It examines the role that stakeholders, such as internal staff, suppliers and influence groups, play in shaping relationships with customers.

**CSI 316 Event Planning Management (3 credits)**

This is a practical course where students will use the techniques and processes of event planning to plan an actual event. The actual planning, designing, coordinating, promoting, and evaluating of events are emphasized. Types of events used by the communication industry and connecting events to communication goals are also discussed.

**CSI 321 Copywriting (3 credits)**

This course focuses on principles, techniques and practices of various forms of professional scriptwriting. The aim is to understand script structures of radio and television programme, to analyse writing strategies, and to write and adapt basic scripts in a variety of formats. Students are expected to creatively engage in various stages of developing and writing a specialized script for newscast, documentary, drama, talk show and variety show.

**CSI 322 UX and UI Designs (3 credits)**

This course emphasizes the process of understanding and developing User Experience (UX) and User Interface (UI) designs. Students will examine the important stages of UX and UI development process, from understanding user needs, organizing and structuring content to create and shape user experiences, to developing effective and suitable digital media tools for the target users.

**CSI 323 New Media Management for Marketing Communication (3 credits)**

The course covers concepts, definitions, and the importance of new media and knowledge of online marketing communication and management into applied areas. Work includes areas search engine optimization, real time marketing, and concept of digital customer touch points, including message design in marketing communication.

**CSI 324 International Communication Strategy (3 credits)**

This course introduces the concept and strategy of marketing communications in an international level, and encourage students to learn and understand target audiences with different backgrounds and from different countries in order to develop the communication strategy that fit those targets. Also the course equips students with evaluation and analytical skills to improve their communication strategy.

**CSI 325 Corporate Social Responsibility Campaign (3 credits)**

This course requires partnership from an academic partner to provide marketing communication brief projects for students to practice. Corporate social responsibility campaign is a campaign planning course focuses on planning skills, thinking skills, critical skills, and analytical skills oriented to social changes. Students will be provided with project based on different KPIs which will depends on the case we are received by integrated with marketing communication channels both traditional media and social media networking.

**Minor Courses (15 credits)****IMI 202 Production Design and Visualization Workshop (3 credits)**

This course aims to present the fundamental of production designing both aesthetically and technically. The course gives students a chance to go through every aspect of production, such as conceptual design, interpretation and adaptation, art direction, set design, lighting design and so forth.

**IMI 203 Digital Media Foundation Techniques (3 credits)**

This course is designed to introduce students to the fundamental theories, practices and techniques of digital media production. Students are expected to learn to use latest digital tools in order to keep up with today's fast changing technology in media production. The course emphasizes on all types and forms of production equipments, which will enable students to choose appropriate and effective presentation techniques in accordance with different social and cultural contexts.

**IMI 331 Short-form and New Media Production (3 credits)**

Prerequisite: Passed IMI 203

This course aims to study and practice in both broadcast and new media short-form formats, e.g., spot, public service announcement, music video, corporate video, viral clip, teaser, and filler. The course emphasizes idea formulation, synthesis, scripting, and creative style of presentation which are in line with sponsors satisfaction and station expectation.

**IMI 332 Infotainment Production (3 credits)**

Prerequisite: Passed IMI 203

This course aims at exposing students to a wide variety of infotainment TV programs, e.g, variety show, magazine-on-TV, docudrama, reality show, game show, and quiz show. Students are assigned to develop infotainment program concept, pitch and present a proposal, write the script, devise a production timeline, and produce infotainment shows. Emphasis is placed upon creativity, audience interest, production quality, sponsorship, budget management, and societal values.

**IMI 334 Documentary and News Production (3 credits)**

Prerequisite: Passed IMI 203

This course aims to teach students the art of narrative storytelling and drama program production. Students learn to develop broadcast narrative drama scripts, produce, direct the actors and cameras, design lighting as well as casting, production design, art direction, editing, and music and score composing.

**3. Free Electives (6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

**CSI 501 E-Sport Marketing for Marketing Communication (3 credits)**

This course allows students to study and to analyze brand marketing communication through E-sports in various perspectives including E-sports ecosystem, E-sports events resources, E-sports events experience, Gaming culture, planning and strategy for E-sports events and expo, content creation, hosting and casting, E-sports laws and regulations, team building and human resource training, team and community management, E-sports analytics in trend and future as well as practice the case as assigned etc. In addition, both successful and unsuccessful case studies are employed in learning process.

**CSI 502 Marketing & Communication for Luxury Brand (3 credits)**

This subject, students will learn some of the key marketing and communication strategies for international high-end' consumers in the luxury fashion and design industries. Through this course, participants discover how companies determine the best marketing strategies of luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of 'aspirational desire' necessary to successfully market to consumers of luxury.

**CSI 503 Marketing Communication for Health and Beauty Brand (3 credits)**

The course focuses on the concepts and elements of the brand in health and beauty industry. Competitive landscape, marketing communication strategies for health and beauty brands is examined in order to build credibility and trust and creating engagement with brands and selecting communication channels to reach the intended targets effectively. Additional focus is on practice in strategic planning for health and beauty brand and case study.

**CSI 504 B2B Marketing and Communication (3 credits)**

This course is a study of the core concepts of marketing and communication as applied to Business to Business (B2B) activity. Students will demonstrate an understanding of the basic principles of B2B marketing and communication; the broad concepts of working with and marketing communication for business to business companies; the uses of the marketing mix elements in a B2B corporate strategy; and critical thinking skills through the completion of the marketing communication plan class project.

**CSI 505 Communicating for Sustainability (3 credits)**

This course addresses the process of message communication. Communicating sustainability ideas effectively is essential to achieving transformation at individual, organizational and societal scales. Sustainability communication is a complex task requiring comprehensive sustainability knowledge, interpersonal skills, creativity, precision, and proficiencies across a diverse mix of media. This course combines communication theory and sustainability discourse to present a range of proven techniques and strategies to get your message heard and enacted. Students will gain interdisciplinary experience across the trans-media landscape and range of advocacy mechanisms. Extending the influence of your communication, work will also focus on relationship building and networking by learning through the case studies.

**CSI 506 Special Topics in Communication I (3 credits)**

The course examines a communication topic of interest to both students and faculty. The topic will vary from semester to semester.

**CSI 507 Special Topics in Communication II (3 credits)**

The course examines a communication topic of interest to both students and faculty. The topic will vary from semester to semester.

**CSI 508 Independent Study (3 credits)**

This is a course of individualized study under faculty supervision. The completion of a project is required.

**CSI 509 Study Trips: International (6 credits)**

A focus on experiential learning; concentration on a particular location in regards to cultural and historical aspects; exposure to cultural differences in communication and to learn trends in that locale.