

# Degree Plan – Communication Strategy and Ideation

Year 1

Semester 1

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
CAI 101	Communication: Theories and Practices	3	-
CAI 104	Digital Photography	3	-
IEN 105	Communicative English	3	-
IGE 001	Thinking Skills for Learning	3	-
IGE 002	Citizenship and Social Dynamics	3	-
IGE 003	Cultivating Entrepreneurial Mindset	3	-
		<b>21</b>	<b>-</b>

Semester 2

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
IEN 103	Critical Reading	3	3
IEN 104	College Writing	3	3
IGE 004	Technology and Innovation in the Future World	3	3
IGE 006	Asia and the Global Community	3	3
CAI 101	Communication: Theories and Practices	-	3
CAI 105	Art of Storytelling	3	3
CAI 108	Trends in Communication Technology	3	3
CAI 109	Media and Entertainment Business	3	-
		<b>21</b>	<b>21</b>

**Summer Semester**

<b>Course No.</b>	<b>Subjects</b>	<b>Credits</b>	
		<b>1st Semester Admission</b>	<b>2nd Semester Admission</b>
<b>IGE 001</b>	Thinking Skills for Learning	-	3
<b>IGE 002</b>	Citizenship and Social Dynamics	-	3
<b>IGE 003</b>	Cultivating Entrepreneurial Mindset	-	3
		-	<b>9</b>

## Year 2

### Semester 1

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
IGE 005	Creative Leadership Skills	3	3
IGE 007	Art of Life	3	3
IGE 008	Health and Wellness for Life	(Choose 1 subject)	(Choose 1 subject)
CAI 102	Media Law and Ethics	3	3
CAI 103	Art of Speaking	3	3
CAI 104	Digital Photography	-	3
CAI 111	Creative Design Workshop	3	-
CSI 201	Critical and Creative Thinking	3	3
CSI 203	Multi-platform Narrative	3	3
		<b>21</b>	<b>21</b>

### Semester 2

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
CAI 106	Marketing Communications in Digital Age	3	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3
CAI 109	Media and Entertainment Business	-	3
CSI 100	Communication Strategy and Ideation	3	3
CSI 200	Understanding International Media Industry	3	3
CSI 202	Digital Consumer for Marketing Communication	3	3
.....	Minor I	3	3
		<b>18</b>	<b>21</b>

**Year 3**

**Semester 1**

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
<b>CSI 311</b>	Creativity in Digital Communication		
<b>CSI 312</b>	Strategic Branding		
<b>CSI 313</b>	Brand Channels and Experiences	3 + 3 + 3	3 + 3 + 3
<b>CSI 314</b>	Visual and Audio Communication in Marketing Communication Strategy	(Choose 3 subjects)	(Choose 3 subjects)
<b>CSI 315</b>	Customer Relationship Management		
<b>CSI 316</b>	Event Planning Management		
.....	Minor II	3	3
.....	Minor III	3	3
<b>CAI 111</b>	Creative Design Workshop	-	3
<b>IEN 105</b>	Communicative English	-	3
		<b>15</b>	<b>21</b>

**Semester 2**

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
<b>CSI 321</b>	Copywriting		
<b>CSI 322</b>	UX and UI Designs		
<b>CSI 323</b>	New Media Management for Marketing Communication	3 + 3 (Choose 2 subjects)	3 + 3 (Choose 2 subjects)
<b>CSI 324</b>	International Communication Strategy		
<b>CSI 325</b>	Corporate Social Responsibility Campaign		
<b>CSI 204</b>	Media Asset Management	3	3
.....	Minor IV	3	3
.....	Free Elective I	3	3
		<b>15</b>	<b>15</b>

**Year 4****Semester 1**

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
CAI 112	Channel Planning	3	3
CSI 400	Integrated Marketing Communication Campaign	3	3
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3
.....	Minor V	3	3
.....	Free Elective II	3	3
		<b>15</b>	<b>15</b>

**Semester 2**

Course No.	Subjects	Credits	
		1st Semester Admission	2nd Semester Admission
CSI 404	Communication Strategy and Ideation Internship	6	6
CSI 403	Degree Project	(Choose 1 subject)	(Choose 1 subject)
CSI 402	Regional and International Media Issues	3	3
		<b>9</b>	<b>9</b>

**Total of 132 credits**