

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Communication Strategy and Ideation (International Program)
 Academic Year 2024

First Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 101	Communication: Theories and Practices	3	3		
CAI 104	Digital Photography	3	3		
IEN 108	Persuasive Presentation	3	3		
IGE 101	Thinking Skills for Lifelong Learning	3	3		
IGE 102	Citizenship and Social Transformation	3	3		
IGE 103	Technology and Innovation	3	3		
		18	18	0	0

First Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN 106	The Art of Writing	3	3	3	3
IEN 107	Critical Reading and Writing	3	3	3	3
IGE 104	Aesthetics and Well-being for Life	3	3	3	3
IGE 106	Financial Literacy and Sustainable Development	3	3	3	3
CAI 101	Communication: Theories and Practices			3	3
CAI 105	Art of Storytelling	3	3	3	3
CAI 108	Trends in Communication Technology	3	3	3	3
CAI 109	Media and Entertainment Business	3	3		
		21	21	21	21

First Year Summer Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE 101	Thinking Skills for Lifelong Learning			3	3
IGE 102	Citizenship and Social Transformation			3	3
IGE 103	Technology and Innovation			3	3
		0	0	9	9

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Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE 105	Global Alliance and Emerging Issues	3	3	3	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3	3	3	3
CAI 102	Media Law and Ethics	3	3	3	3
CAI 103	Art of Speaking	3	3	3	3
CAI 104	Digital Photography			3	3
CAI 111	Creative Design Workshop	3	3		
CSI 201	Critical and Creative Thinking	3	3	3	3
CSI 203	Multi-platform Narrative	3	3	3	3
		21	21	21	21

Second Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 106	Marketing Communications in Digital Age	3	3	3	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	3	3
CAI 109	Media and Entertainment Business			3	3
CSI 100	Communication Strategy and Ideation	3	3	3	3
CSI 200	Understanding International Media Industry	3	3	3	3
CSI 202	Digital Consumer for Marketing Communication	3	3	3	3
IMI 203	Digital Media Foundation Techniques (Minor I)	3	3	3	3
		18	18	21	21

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Third Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI 311	Creativity in Digital Communication (Major Elective)	3	3	3	3
CSI 313	Brand Channels and Experiences (Major Elective)	3	3	3	3
CSI 316	Event Planning Management (Major Elective)	3	3	3	3
IMI 202	Production Design and Visualization Workshop (Minor II)	3	3	3	3
IMI 332	Infotainment Production (Minor III)	3	3	3	3
CAI 111	Creative Design Workshop			3	3
IEN 108	Persuasive Presentation			3	3
		15	15	21	21

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI 324	International Communication Strategy (Major Elective)	3	3	3	3
CSI 325	Corporate Social Responsibility Campaign (Major Elective)	3	3	3	3
CSI 204	Media Asset Management	3	3	3	3
IMI 331	Short-form and New Media Production (Minor IV)	3	3	3	3
CSI 506	Special Topics in Communication I (Free Elective I)	3	3	3	3
		15	15	15	15

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Fourth Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI 112	Channel Planning	3	3	3	3
CSI 400	Integrated Marketing Communication Campaign	3	3	3	3
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	3	3
IMI 334	Documentary and News Production (Minor V)	3	3	3	3
	Free Elective II	3	3	3	3
		15	15	15	15

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CSI 404 Or CSI 403	Communication Strategy and Ideation Internship or Degree Project	6	6	6	6
CSI 402	Regional and International Media Issues	3	3	3	3
		9	9	9	9