

COURSE DETAILS

A separate sheet should be completed for each course.

Course title	Bachelor of Technology Program in Advertising and Public Relations Technology
Entry qualifications	<ol style="list-style-type: none"> 1. Must have graduated or 2. To receive graduate status of their high school, successfully completed Grade 12 or 3. Vocational Certificate Graduates 4. High Vocational Certificate Graduates
Maximum number in class	35 people
Average class contact hours per week	15-21 hours per week
Examining body	RMUTT
Academic level	Bachelor of Technology (Advertising and Public Relations Technology)
Certificate awarded, and by whom	Ministry of Education
Duration of course	4 years
Teacher/Course Leader responsible for the course	Miss Rattikan Jenjad
Brief outline of the course content and its delivery	<p>Students must complete at least 136 credits of the curriculum</p> <p>A. General Education Courses 30 credits</p> <p>B. Specialized Courses 100 credits</p> <p>Core Courses</p> <ul style="list-style-type: none"> - Mass Communication Technology - Visual Communication Design - Photography for Communication - Language for Mass Communication - Advertising and Public Relations - Information Technology for Mass Communication

- Principles of Media Production
- Color and Vision

Required Courses

- Law and Ethics in Mass Communication
- Writing for Advertising and Public Relations
- Media Planning for Advertising and Public Relations
- Consumer Insight and Stakeholder Analysis for Advertising and Public Relations
- Creative Design for Advertising and Public Relations
- Presentation Skills in Advertising and Public Relations
- Strategic Campaign Planning for Advertising and Public Relations
- Art Direction in Advertising and Public Relations
- Research for Advertising and Public Relations
- Advertising and Public Relations Management
- Event Management
- Special Study in Advertising and Public Relations Technology 1
- Special Study in Advertising and Public Relations Technology 2
- Innovative Media Strategy

C. Free Elective Courses 6 credits