

# BACHELOR OF COMMUNICATION ARTS IN BROADCAST AND JOURNALISM

BANGKOK



Start your career in the dynamic and exciting field of media and communication by joining the Communication Arts program at Stamford International University. You will have the opportunity to work with professional facilities using industry standard audio-visual equipment and editing suites to foster and enhance your skills.

As a student in the Broadcast and Journalism program, you will master the art of visual and print narrative and learn how to artfully combine your creativity and understanding to shape how people see the world.

Our vibrant curriculum is designed and taught by professionals who have extensive experience in the industry – both in Thailand and abroad.

Tailor your courses and academic experience with the opportunity to choose between two minors:

- **Visual Storytelling** - for those with a passion to produce, edit and film stories that are character driven, in order to convey the art of storytelling.
- **Media Content Development** - for those with the strong ideas, and a desire for creating content for film, TV, digital radio, news and journalism.

Having students gain on-the-job experience early is one of our core values. With industry projects and networking opportunities, students will improve their portfolios and be job-ready, fully prepared for this highly competitive industry.

To experience and see what we do, come and visit "The Spot" at [thespot.stamford.edu](https://thespot.stamford.edu).

## CAREER OPPORTUNITIES

- Photographer
- Videographer
- Digital Media Manager
- Screenwriter
- Post Productions Operation
- TV Talent
- DJ
- Post-Production Developer
- Video Operation Specialist
- Journalist



## Industry Partnerships

Stamford International University signed a Memorandum of Understanding (MOU) with the **Thai Public Broadcasting Service (Thai PBS)** - Thailand's first public broadcasting service and **Woody World Company Limited** - a specialist in content creation, brand campaigns and live events.

Working with such prestigious industry partners allows Stamford to offer an even broader range of internships, workshops, special events and hands-on opportunities, fully preparing them for real-world work environments.



Woody World Company Limited

**APPLY NOW!**  
INTAKES: MARCH, JULY, NOVEMBER

## FACULTY MEMBERS

### Dr Worapron Chanthapan | USA

#### Dean of Communication Arts and Design Programs

Dr Chanthapan has numerous years of experience in the field of communication. She was a Senior Analytic Specialist at a global strategic communication and research firm based in USA, worked with CNN, UN and USAID. She received her Ph.D. in Mass Communications from Pennsylvania State University and M.A. from Pepperdine University.

### Asst. Prof. Veerawan Vararuth | Thailand

#### Honorary Dean – Faculty of Communication Arts and Design

Ms Vararuth has considerable experience in the Broadcast and Journalism industry. She was a Vice President at MCOT, a director of Modernine TV, a Director of the International News Office and a Director of the Central Administrative Office. She was also a representative for Thailand, attending U.N. International Conferences and taking part in media round tables at numerous international meetings. Moreover, she used to be an anchorperson for hot news from BBC, London. She is now a moderator for 'Good Morning ASEAN' on MCOT radio.

### Dean Landucci | Canada

#### Lecturer

Mr Landucci brings to every class a wide range of industry experience including camera operations, audio, and editing. Career highlights include working at the Sydney Olympics to a variety of Australian television shows. He has a Master's degree in Communication Arts along with a B.A. in TV Production from Australia.

### Marian Ehret | Germany

#### Lecturer

Mr Ehret has an M.A. in Media and Political Studies (Germany). He has a Publication "Poland and the Holocaust". He worked for clients such as the European Union and the Federal German government as a Film Producer, and for several clients in the Middle East (Morocco, Dubai) as a Writer and Producer.

## CURRICULUM STRUCTURE | 160 CREDITS

### General Education 40 credits

Humanities	12 credits
Social Sciences	8 credits
Languages	12 credits
Science & Mathematics	8 credits

### Basic Core Courses 40 credits

LIB 209	Cross-Cultural Communication
LIB 230	Public Speaking
LIB 235	Professional Ethics
MAS 225	Introduction to PR and Advertising
MAS 226	Introduction to Journalism
MAS 378	Media Presentation / Performance
MAS 386	Persuasive Communication
ENT 201	Innovation and Creativity

### Major Required Courses 40 credits

CMD 201	Graphic Design
MAS 305	Broadcast Production
MAS 360	Storytelling for Film and Television
MAS 364	Foundation of Screenwriting
MAS 372	Publication Production
MAS 385	Storyboarding
MAS 460	Media Management
MAS 475	Media Entrepreneurship
MAS 490	Media Project and Exhibitions

### Major Elective Courses\* 20 credits

Select 5 subjects for a total of 20 credits from the following

#### Visual Storytelling Minor

MAS 365	Advanced Broadcast Production
MAS 410	Advanced Photography
MAS 426	Photojournalism
MAS 468	Advanced Storytelling for Film and Television
MAS 453	Post-Production
ADV 215	Photography for Advertising
CMD 102	Color Theory

#### Media Content Development Minor

MAS 332	Magazine Writing and Production
MAS 341	Investigative Reporting
MAS 343	Entertainment Journalism
MAS 355	New Media / Online
MAS 395	Sports Journalism
MAS 459	Advanced Screenwriting
MAS 465	Advanced Broadcast News Writing and Reporting

\*Not all major elective courses are available every semester.

### Free Electives 8 credits

### Internship 12 credits

## Stamford International University

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