

BANGKOK



The Advertising and Public Relations major is designed to offer a complete rounded education that fosters creativity, skills in writing, and public speaking. You will learn the principles and creative strategies behind developing effective campaigns, whether it may be for a new product or a corporation. After completing the program, you will graduate with a portfolio showcasing your professional skills, experience, and confidence.

Our vibrant curriculum is designed and taught by professionals who have a strong background in the media industry – both in Thailand and abroad. Our alumni have gone on to have highly successful careers across a broad spectrum of the media profession.

Tailor your courses and academic experience to match your interest and talents with a choice of two minors:

- **Creative Visual Expression** - for students who want to pursue a career in advertising.
- **Strategic Communication** - ideal for strategists: the planners, the talkers.

At Stamford, you will learn, work and collaborate with leading professionals in the field of advertising and public relations, providing you with the resources to stay ahead in your future career.

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

## THE S AGENCY

The Faculty of Communication Arts and Design has launched "The S Agency" which is an Advertising and PR agency run by students under the guidance of professional lecturers. Students will be more competitive in the job market after having worked on real projects for real clients in areas such as Advertising, PR Strategy, Branding Solutions, Digital Media, Event Organizing, Social Media Campaigns and Communication Research.



## CAREER OPPORTUNITIES

- PR Executive
- Strategic Media Planner
- Account Executive
- Social Media Planner
- Event Planner
- Creative Designer
- Brand Account Manager



## Dual Degree Option

- **BCA – Advertising and Public Relations**
- **BA Communications – Public Relations & Advertising**

Stamford has a collaboration with Richmond University, UK. Students who complete the requirements for Bachelor of Communication Arts in Advertising and Public Relations at Stamford can apply to enjoy a facilitated admission into the Bachelor of Arts in Communications program (Public Relations and Advertising) at Richmond University. Students will receive two degrees on graduation.

At Richmond, a student will qualify with an American degree that are recognized and respected by employers and graduate schools worldwide.



## Industry Partnership

Stamford International University signed a Memorandum of Understanding (MOU) with Index Creative Village – Thailand's number one creative event organizer and ranked by America's Special Events Magazine as the 7th best event organizer in the world. Index Creative Village is an organization truly driven by creativity, offering a variety of services in marketing communications using 'The Creative Business Solutions' methodology in all aspects.

This partnership makes it possible to provide new educational resources, workshops, internships, special events, seminars, CSR events, and research and development ideas.

**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.

### Dr Pakamon Sasatanun | Thailand

#### Assistant Director, Faculty of Communication Arts and Design

Dr Sasatanun has professional experiences in Advertising and Public Relations including Event Planning. Her research explored the area of communication, social media and marketing. She has completed her Doctor of Philosophy in Communication Arts and Innovation from National Institute of Development Administration (NIDA).

### 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.



STIU Communication Arts Studio

## Stamford International University

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## 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

MKT 220	Consumer Behavior
ADV 225	Creative Strategy for Advertising
ADV 232	Copy Writing
ADV 318	Strategic Communication Planning
ADV 328	Brand Communication
ADV 326	Principles of Marketing Communication
ADV 321	Integrated Marketing Communication
ADV 469	Advertising and Public Relations Research
MAS 475	Media Entrepreneurship
ADV 490	Media Project

### Major Elective Courses\* 20 credits

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

#### Creative Visual Expression Minor

ADV 215	Photography for Advertising
ADV 343	Digital Advertising
ADV 422	Global Advertising
ADV 455	Advertising Media Production
ADV 470	Media Planning and Buying
EVT 202	MICE Fundamentals
CMD 201	Graphic Design

#### Strategic Communication Minor

ADV 311	Corporate Public Relations
ADV 361	Public Relations Strategies
ADV 439	PR Campaign Design and Analysis
ADV 457	Digital Public Relations and Production
ADV 459	Media Relations
EVT 202	MICE Fundamentals
MAS 350	Crisis Communication

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

### Free Electives 8 credits

### Internship 12 credits

A member of



**LAUREATE**  
INTERNATIONAL  
UNIVERSITIES