

Department of Agricultural Extension and Communication

Master of Science Program in Development Communication (International Program)

M.S. (Development Communication)

Plan A Option 2:

Total credits required: minimum 38 credits

(1) Major courses: minimum 26 credits

- Seminar: 2 credits

01014597 Seminar 1,1

- Major requirements: 12 credits

01014511 Communication Theory 3(3-0-6)

01014512 Fundamentals of Development Communication 3(3-0-6)

01014591 Research Methods in Development Communication 3(3-0-6)

01014592 Statistics in Development Communication Research 3(3-0-6)

- Major electives: minimum 12 credits

Choose graduate elective at least 12 credits from the list below.

01014513 Communication and Social Marketing 3(3-0-6)

01014517 Broadcasting for Development 3(3-0-6)

01014518 Information and Communication Technology for
Development 3(3-0-6)

01014521 Development Communication Strategies 3(2-2-5)

01014527 International Development Communication 3(3-0-6)

01014528 Media Literacy for Development 3(3-0-6)

01014529 Digital Media for Development 3(3-0-6)

01014596 Selected Topics in Development Communication 1-3

01014598 Special Problems 1-3

(2) Thesis: minimum 12 credits

01014599 Thesis 1-12

Plan B:

Total credits required: minimum 38 credits

(1) Major courses: minimum 32 credits

- Seminar: 2 credits

01014597 Seminar 1,1

- Major requirements: 12 credits

01014511 Communication Theory 3(3-0-6)

01014512 Fundamentals of Development Communication 3(3-0-6)

01014591 Research Methods in Development Communication 3(3-0-6)

01014592 Statistics in Development Communication Research 3(3-0-6)

- Major electives: minimum 18 credits

01014513 Communication and Social Marketing 3(3-0-6)

01014517 Broadcasting for Development 3(3-0-6)

01014518	Information and Communication Technology for Development	3(3-0-6)
01014521	Development Communication Strategies	3(2-2-5)
01014527	International Development Communication	3(3-0-6)
01014528	Media Literacy for Development	3(3-0-6)
01014529	Digital Media for Development	3(3-0-6)
01014596	Selected Topics in Development Communication	1-3
01014598	Special Problems	1-3
(2) Independent Study: 6 credits		
01014595	Independent Study	3,3

Course Description

01014511	Communication Theory The significance, nature, elements and dynamics of the human communication process; some theories and perspectives in the study of communication; selected models/paradigms.	3(3-0-6)
01014512	Fundamentals of Development Communication Concept, philosophy, nature, history and context of development; analysis of communication paradigms as they relates to the development process; survey of development communication experiences worldwide; theories, meaning and philosophy of development.	3(3-0-6)
01014513	Communication and Social Marketing Application of relevant communication, social and behavioral paradigms, development communication strategies, commercial and social marketing concepts, principles and practices in the promotion of social development	3(3-0-6)
01014517	Broadcasting for Development Philosophy, principles, and utilization of broadcasting, communication via satellite for development and case study of broadcasting and satellite for development in other countries.	3(3-0-6)
01014518	Information and Communication Technology for Development Principle and theory of computer technology and communication technology for development of organization in education, profession and environment, management system of computer network and internet, database management, application of multimedia and electronic media, web-base communication models, information technology system for knowledge management, and advance of information technology.	3(3-0-6)
01014521	Development Communication Strategies Approaches and practices in communication in support of national development program: comparative analysis of communication strategies as practiced by national and international agencies to promote development; practice in designing development communication strategies.	3(2-2-5)
01014527	International Development Communication Analysis and comparison of development communication in Thailand and other countries.	3(3-0-6)
01014528	Media Literacy for Development Study, analysis, critic, and evaluation of message value, ability of selection, the	3(3-0-6)

	context comprehension and form of the message, elements of media, impact from business and media industries, effective monitoring and control the use of media and message.	
01014529	Digital Media for Development Principle, theory and type of digital media. Development of software and hardware . Design, production, application and evaluation of digital media for development.	3(3-0-6)
01014591	Research Methods in Development Communication Research principles and methods in development communication, problem analysis for research topic identification, data collecting for research planning, identification of samples and sampling techniques, research analysis, result explanation and discussion, report writing.	3(3-0-6)
01014592	Statistics in Development Communication Application of statistics in development communication research, data analysis using statistical package for social sciences and interpretation of computer print-out.	3(3-0-6)
01014595	Independent Study Independent study on interesting topic at the master's degree level.	3
01014596	Selected Topics in Development Communication Selected topics in development communication at the master's degree level. Topics are subject to change each semester.	1 – 3
01014597	Seminar Presentation and discussion on current interesting topics in development communication at the master's degree level.	1
01014598	Special Problems Study and research in development communication at the master's degree level and compiled into a written report.	1-3
01014599	Thesis Research at the master's degree level and compile into a thesis.	1-12