ARE YOU? IN CREATIVE BUSINESS ENTERTAINMENT INDUSTRY OR DESIGNING FIRM AS A PRODUCER, BRAND MANAGER, MARKETING MANAGER, EVENT DIRECTOR, PUBLIC RELATIONS PRACTITIONER, FASHION INDUSTRY AND FOR CONSULTANCIES AS PROJECT MANAGER OR STRATEGIST.

THE PROGRAM INTEGRATES A COMPREHENSIVE SET OF MBA CLASSES WITH COMMUNICATION MANAGEMENT COURSEWORK, RESULTING IN A PERSONALIZED, WORLD-CLASS AND BUSINESS BASED IN COMMUNICATION.

WE BELIEVE THAT EVERY CREATIVE IDEA IS THE SEED OF SUCCESS. BE CREATIVE LEADERS WITH THE REAL BUSINESS-LEADER CREATORS.

ASSUMPTION UNIVERSITY (ABAC)

TO CROSS OVER TO SUSTAINABLE ACHIEVEMENTS IN MBA WITH CREATIVE COMMUNICATION.

MBA CREATIVE COMMUNICATION TRACK

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MBA. CREATIVE COMMUNICATION TRACK

WHAT IS MBA IN CREATIVE COMMUNICATION TRACK?

The degree of MBA in creative communication integrates creative, technical, managerial, logistical research required for the development of confident and competent creative business-related people. Student will learn to analyze, manage and transform environments for creative business industry. Student will also gain a detailed understanding of marketing, management and economics. Its core is creative direction with design implementation skills across a broad range of media platforms, including branding, public relations, corporate, festivals, promotional, charitable, educational, theatrical and entertainment event, music business and also architect/ product designing.

OPTIONAL - BRIDGING COURSE FOR COMMATS (CA).

Student can transfer 12 credits maximum (4 courses) from bachelor degree courses which earned grade B+ or A- only as follows:

Introduction to Quantitative Analysis = Statistic/ Fund. Statistic
Business Research = Co-Arts research
Advance Presentation technique = Present technique
Creative workshop management = Workshop 1 or 2

STUDY PLAN (NON-THESIS) | Coursework and Independent Study

Core Courses 30 Credits
Elective Courses 12 Credits
Independent Study 6 Credits
Total 48 Credits

TRIEMESTER 1
BC 6601 Introduction to Management Information System
BP 6603 Organizational Behavior
BA 6601 Managerial Accounting
Communication Theories

TRIEMESTER 2
BE 6401 Managerial Economics
International Business Management
DR 6701 Financial Management
One Elective Course in Creative Communication

TRIEMESTER 3
RM 6401 Marketing Management
BP 6904 Operations Management
BP 6818 Strategic Management
BP 6955 Individual Research

TRIEMESTER 4
Written and Oral Comprehensive Examinations

ELECTIVE COURSE DESCRIPTION

- Communication Theories | required course |
- Communication Design |
- Advance Presentation Technique |
- Strategic Communication |
- Reputation Management / Crisis Communication |
- Brand and Communications Management |
- Creative workshop management |
- Creative Content Writing and Script Adaptation |
- Cultural Events and Festival Management |

QUALIFICATIONS FOR ADMISSION

1. A Bachelor degree from an accredited institution both in local and international.
2. Take the AU English proficiency test or TOEFL score of 71 or IELTS score of 6.5 | Academic | score of at least 6.5 | Validation: Two years | 3. Interview entrance examination

ENTRANCE REQUIREMENTS

1. Official transcript of the previous university attended (2 copies)
2. Bachelor’s Degree Certificate (2 copies)
3. Citizen Identification Card and Residence Registration (2 copies) - for Thai Applicants
4. Passport (2 copies) - for Non-Thai Applicants
5. Four (4 x 1 inch size) photograph (formal attire, not in graduation)

ADMISSION FEE

- Admission Fee 500 Bath
- AU English Proficiency Test 500 Bath
- Interview Entrance Examination 500 Bath

* The English Entrance Examination can be exempted depending on which of the following conditions you satisfy:
- TOEFL score of 71 or IELTS score of 6.5 | Academic | score of at least 6.5 | Validation: Two years |
- Bachelor’s Degree or a higher degree from native English speaking countries (e.g. USA, Canada, UK, Australia and New Zealand)

ESTIMATED FEES

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<th>Thai Students (THB)</th>
<th>Non-Thai Students (USD)</th>
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The fee includes:
- First enrollment fee | matriculation fee, etc. |
- Tuition fee |
- University fees, Campus Network fee |
- Comprehensive Examinations fee (First attempt only)
- Health / Life insurance
- Non-Thai students |
- Audit Trip |
- AU Academic Writing Course

The fee doesn’t cover the following:
- Admission fee (non-refundable) |
- Textbooks

UNIVERSITY ADMISSIONS CENTER

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