



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 COMARTS (CAJ).

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

Introduction to Quantitative Analysis	-	Statistic 1 / Fund. Statistic
Business Research	-	Com.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



TRIMESTER 1	
BC 6501	Introduction to Management Information System
BP 6903	Organizational Behavior
BA 6601	Managerial Accounting Communication Theories
TRIMESTER 2	
BE 6401	Managerial Economics
BP 6910	International Business Management
BP 6701	Financial Management
	One Elective Course in Creative communication

TRIMESTER 3	
BM 6801	Marketing Management
BP 6904	Operations Management
BP 6918	Strategic Management
BP 6955	Individual Research
TRIMESTER 4	
Written and Oral Comprehensive Examinations	

ELECTIVE COURSE DESCRIPTION

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



DURATION : 1.5 years (Non-thesis)

VENUE : ABAC City Campus (Evening program, Mon - Fri) / Hua mak Campus (Sat - Sun)

CLASS HOURS : ABAC City Campus (Mon - Fri, 18.00 - 22.00 hrs.) / Hua mak Campus (Sat - Sun, 9.00 - 16.00 hrs.)

ADMISSION SCHEDULE 2018/2019

Schedule	Trimester 3/2017 (May - Aug. 2018)	Trimester 1/2018 (Sept. - Dec. 2018)	Trimester 2/2018 (Jan. - Apr. 2019)	Trimester 3/2019 (May - Aug. 2019)
Application Deadline	April 19, 2018	August 16, 2018	December 20, 2018	April 25, 2019
AU English Proficiency Test	April 22, 2018	August 19, 2018	December 23, 2018	April 28, 2019
Interview Entrance Examination	April 22, 2018	August 19, 2018	December 23, 2018	April 28, 2019
AU Entrance Result	April 25, 2018	August 22, 2018	December 26, 2018	May 1, 2019
Registration for first Semester	May 2 - 8, 2018	Aug 29 - Sept 4, 2018	January 8 - 13, 2019	May 8 - 14, 2019
Induction Day	May 5, 2018	September 1, 2018	January 12, 2019	May 11, 2019
Instruction Begins	May 7, 2018	September 8, 2018	January 19, 2019	May 18, 2019

QUALIFICATIONS FOR ADMISSION

1. A Bachelor degree from an accredited institution both in local and international.
2. Take the AU English proficiency test or a TOEFL score of (iBT) 90 or an IELTS (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 (1x1 inch size) photographs (formal attire, not in graduation)

ADMISSION FEE

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

* The English Entrance Examination can be exempted depending on which of the following conditions you satisfy

- TOEFL score of (iBT) 90 or (PBT) 575 or IELTS (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

Installments	Thai Students (THB)	Non - Thai Students (THB)	(US\$)
1st Installment	137,500	137,500	4,166.67
2nd Installment	137,500	137,500	4,166.67
3rd Installment	112,500	137,500	4,166.67
4th Installment	112,500	137,500	4,166.67
Total	500,000	550,000	16,667.00

• The fee includes :

- First enrolment fee (matriculation fee, etc.)
- Tuition fee, University fees, Campus Network fee
- Comprehensive Examinations fee (First attempt only)
- Health / Life insurance (Non-Thai students)
- Field Trip
- AU Academic Writing Course

• The fee doesn't cover the followings :

- Admission fee (non-refundable)
- Textbooks

■ Notes :

1. In case of failed grade in any course or comprehensive examination, the student should repeat the course or exam with the registration and university fees at the latest rate separately
2. The fees are subject to change at the university's discretion without prior notice.
3. Currency exchange rate : THB

#MBA
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UNIVERSITY ADMISSIONS CENTER

HUA MAK CAMPUS
Tel. +66 (2) 300 4543-62 Ext.1244
Tel. +66 (2) 719 1929
gradadmission@au.edu

ABAC CITY CAMPUS
Zen @ Central World, 14th fl.
Tel. +66 (2) 1009 115-8
citycampus@au.edu



+66 (81) 815 1237
+66 (2) 719 1929

@abacgrad

au_grad_studies

abacgraduate

grad.au.edu

+66 (81) 815 1237
+66 (2) 719 1929

@abacgrad

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