



# Faculty of Communication Sciences Prince of Songkla University



## About CommSci

In 1989, Prince of Songkla University, Pattani campus foresaw that the communication sciences program gaining a great deal of attention from students as well as employment industry. Therefore, the project to establish the Faculty of Communication Sciences were initialized. Until in the academic year 2002, the project for establishing the Faculty of Communication Sciences was approved as an internal unit of Prince of Songkla University and the first batch of students was in the same year. The first program is the Bachelor of Arts curriculum, Communication Arts Program. Then in the academic year 2004, the Bachelor of Science curriculum, Information and Communication Technology for Management program was opened. After that, in 2005, the faculty of communication sciences offered another two courses, which are bachelor of arts curriculum, Integrated Marketing Communication program and Bachelor of Science curriculum, Media Design and Production Innovation program.

Faculty of Communication Sciences is an outstanding educational institution of communication arts, information technology and design innovation for local development to international recognition.

### Mission

1. To produce graduate who is knowledgeable and professional in communication sciences with moral character, virtue and social engagement;
2. To research and distribute knowledge and innovation in communication sciences for promoting local development on diverse socio-economic, culture and technological contexts;
3. To provide academic services in communication sciences through integration of instruction and research for empowerment of community, organization, enterprise and entrepreneur potentials;
4. To continually empower organization potentials using modern technology to support administration and accomplish the mission in all aspects.

### COMM.SCI COMM: Communication

S : Social Engagement  
C : Creativity  
I : Innovation

Dean of the Faculty of Communication  
Sciences

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## Programs

### Bachelor of Communication Arts Program

#### What courses will you study?

Creative Transmedia Storytelling  
Brand Communication  
Communication Landscape and Media Convergence  
Multicultural Communication

The Communication Arts Program is divided into two tracks:  
Digital Journalism (DJ) and Marketing Communication (MC).

#### What will you do after graduation?

Reporter Writer TV Producer Radio Producer  
Public Relations Officer Journalist Photographer Customer  
Relationship Officer Marketing Communication Planner  
Event Organizer

### Bachelor of Science Program in Information and Communication Technology for Management

#### What courses will you study?

Computer Programming  
Web Design and Development  
Data Communication and Computer Networks  
Management Information System  
Quantitative Analysis in Management  
Database Management

#### What will you do after graduation?

IT Technical Support Officer Systems Analyst  
Programmer Web Developer Software Developer  
Database Developer IT Officer Computer System Officer  
Network Officer

### Bachelor of Arts Program in Media Design Innovation

#### What courses will you study?

Computer Graphics and Design Video and Audio for Digital  
Media Creative Thinking for Media Design  
Computer Animation Media Design and Production  
Multimedia Innovation

#### What will you do after graduation?

Graphic Designer Web Graphic Designer  
Advertising Graphic Designer Motion Graphic Designer  
Environmental Graphic Designer  
Art Director Animator Illustrator/Digital Artist  
Visualizer/Digital Artist Freelance Designer



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