

C250467 : MAJOR DEVELOPMENT COMMUNICATION

KEYWORD: LOCAL COMMUNICATORS / SAHAWIDHAYALAI SRI-AYUTHAYA

SUNAN KRUEKLAI : A STUDY ON THE STATUS OF THE BACHELOR'S DEGREE IN COMMUNICATION ARTS PROGRAM IMPLEMENTATION : A CASE STUDY OF SAHAWIDHAYALAI SRI-AYUTHAYA. THESIS ADVISOR : AST. PROF. JARANAI GLAEGOSOL, 356 pp. ISBN 974-584-583-3.

The purpose of this study is to examine the status of Bachelor's Degree in communication arts program implementation : a case study of Sahawidhayalai Sri-Ayuthaya.

The Results indicated that

1. The structure of the communication arts curriculum of Sahawidhayalai Sri-Ayuthaya meets the standard of Bachelor's Degree level.
2. High desirable characteristics both in business administrative and professionalism are the expectations of the organizations concerned. The communicators as desired practitioners in by both governmental and private organizations are public relations, advertising, journalism and broadcasting respectively.