

Course Report

Name of University	Rambhai Barni Rajabhat University
Faculty/Department	Faculty of Communication Arts, Department of Communication Arts Bilingual

Section 1: General Information

1. Course code and Title	Course code 8001002 Title English for Communication Arts
2. Credits	3(2-2-5)
3. Academic program, Type of course	Academic program: Program in Communication Arts Type of course: A Required course
4. Responsible instructor and Teachers	4. 1 Responsible instructor: Miss Pornpimol Songkasan 4. 2 Teachers: Miss Sariyapa Kantawan 4. students 18 1 Group 3
5. Course semester/academic year and student Level	First semester/ 2016 and 1 st year student level
6. Pre-requisite (if any)	N/A
7. Co-requisite (if any)	N/A
8. Place of study	classroom number 8211
9. Last updated	2016 July 25

Section 2: Teaching and Learning Management Compared to a Teaching Plan

1. Report of teaching hours compared to a teaching plan.

Topics	Planned Hours	Teaching Hours	Specify the reasons if it is different from the plan by more than 25%
Unit I Let's get started - Welcome your audience	6	6	N/A

Topics	Planned Hours	Teaching Hours	Specify the reasons if it is different from the plan by more than 25%
- Introducing yourself and the topic - Dealing with nervousness			
<u>Unit II Newspaper</u> - writing the headline - analyzing newspaper articles - practicing interview skills - planning and writing a newspaper articles	6	6	N/A
<u>Unit III Radio</u> - understanding the language of radio presenters - understanding the production process - planning a news lists - giving post product feedback	6	6	N/A
<u>Unit IV Magazine</u> - composing magazine cover - planning the contents of a magazine - giving instruction for a photo shoot - planning and writing true-life story	6	6	N/A
<u>Unit V Television</u> - understanding the pre-production process - organizing a film schedule - filming on location - editing a TV documentary	6	6	N/A
<u>Unit VI Film</u> - writing a screenplay	3	3	N /A

Topics	Planned Hours	Teaching Hours	Specify the reasons if it is different from the plan by more than 25%
<ul style="list-style-type: none"> - pitching successfully - organising a shoot - writing a film review 			
<u>Unit VII New Media</u> <ul style="list-style-type: none"> - briefing a website designer - analyzing problem and providing solution - planning and writing blog - creating a podcast 	3	3	N/A
<u>Unit VIII Advertising</u> <ul style="list-style-type: none"> - selling your services to a potential client - creating a print advert - creating a screen advert - presenting a finished advert 	3	3	N/A
<u>Unit IX Marketing</u> <ul style="list-style-type: none"> - analyzing market trends and taking action - setting up a marketing communication strategy - organizing the relaunch of a product - evaluating the success of a relaunch 	6	6	N/A

2. Teaching topics not covered by the plan.

Topics that cannot be covered by the teaching plan (if any)	Affect learning outcomes at both the course and program levels	Give suggestion
N/A	N/A	N/A

3. Efficiency of teaching towards learning outcomes, as specified in course design.

Domains of learning outcomes	Teaching methodology	Efficiency		Specify problems found in teaching. Give suggestions
		Yes	No	
Morals and Ethics	<p>i) Explains about the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfilment of learning activity.</p> <p>ii) Discipline punctuality is important according to the deadline and the honesty's activity and assignment.</p> <p>iii) Assigns to participated in public relations working.</p> <p>iv) Acts as a good moral model for the students.</p>	✓		N/A
Knowledge	<p>i) Set the learning by following the course description, which focused on the knowledge and work skill integration.</p> <p>ii) Set the learning by synchronizing the reality situation applied to the theory.</p> <p>iii) Set the special lecture by the keynote speakers who specialized in public relations.</p> <p>iv) Set the project for organization practicing.</p>	✓		N/A

Domains of learning outcomes	Teaching methodology	Efficiency		Specify problems found in teaching. Give suggestions
		Yes	No	
Cognitive Skills (Wisdom)	i) Set the learning activity and give the students' skills of thought and new technology. ii) Set the learning activity by focusing on the reality experience. iii) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.	✓		N/A
Interpersonal relationship skills and responsibility	i) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication. ii) Teach the topics of responsibility, human relations and the organization culture.	✓		N/A
Numerical analysis skills, communication skills and using IT	i) Set the learning by focusing on technique skills of statistic, mathematic and information technology. ii) Set the experience of students by using the information technology, mathematic and statistic presentation.	✓		N/A

4. Suggestion of Teaching Improvement

N/A

Section 3: Summary of Teaching and Learning Result

1. Number of students registered for the course
18students
2. Number of students at the conclusion of the semester
18students
3. Number of students who withdrew from the course
0
4. Variability of scores level (*grade*).

Grade	Amount	Percentage
A	2	11.11
B+	2	11.11
B	4	22.22
C+	2	11.11
C	3	16.67
D+	1	5.56
D	1	5.56
F	3	16.67
Incomplete (I)	-	-
Passed (P)	-	-
Not Pass (NP)	-	-
Withdraw (W)	-	-

5. Factors influencing unusual scores level. (*If any*)

Factors	Errors	Reasons
N/A	N/A	N/A

6. Error from evaluation plan regarding learning outcome assessment plan, as outlined in Course Specification (TQF3)

6.1 Errors about setting time for assess

Errors	Reasons
N/A	N/A

6.2 Errors about assessment procedures

Errors	Reasons
N/A	N/A

7. Verification of student learning outcomes

Method(s)	Result(s)
N/A	N/A

Section 4: problems that affect the course

1. Issues regarding learning resources and facilities

Issues regarding learning resources (if any)	Effect
N/A	N/A

2. Management and Organizational Issues

Management and Organizational Issues (if any)	Effect
N/A	N/A

Section 5: Course Evaluation

1. Course evaluation results by students (Document Attached)	
1 . 1Key issues from student evaluation results)online evaluation(
- มีการสอนที่ดีทำให้เข้าใจเนื้อหาง่าย	
- อบอุ่นดีค่ะ.	
1 . 2The instructor's opinion on the issues raised in 1.1	
- agreed with the student evaluation results	

2. Result of course evaluation from other evaluation methods.
2.1. Feedback from other evaluation methods. -
2.2. Lecturer's opinion of feedback raised in 2.1 -

Section 6: Improvement Plan

1. Progression of teaching improvement plan as presented in the previous course report.		
Improvement plan that was proposed in the previous semester/academic year	Describe whether it was conducted as planned. If not, give reasons. Also results.	
N/A	N/A	
2. Other methods for course improvement. N/A		
3. Suggestion for improvement plan for the next semester/academic year.		
Suggestions	Working Period	Responsible Persons
The course should be teach between Thai lecturer and native speaker	Next semester	Lecturer
4. Suggestion from responsible course lecturer to responsible program lecturer. - The lecturer can be improved by field trip study at the foreign media office. - Teaching professor should meet in order to discuss about the learning process by focusing on English for communication arts course.		

Lecturer

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(Miss Sariyapa Kantawan)

Submitted Date...../...../.....

Responsible Instructor

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(Miss Pornpimol Songkasan)

Submitted Date...../...../.....