

Course Syllabus

1. **Program of Study** Bachelor of Arts (Television Production)
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICTV 399 **Course Title** International Field Study in TV Production
3. **Number of Credits** 4 (Lecture/Lab) (0-12)
4. **Prerequisite(s)** ICTV 301
4. **Type of Course** Required for Television Production
5. **Trimester/Academic year** Summer Session / Year III
6. **Course Description**
Introduction to the management styles of international media corporations; international artistic and business trends, and international media markets; foreign broadcasting regulations and legal considerations; innovations and technology. At the end of the study, a seminar will be conducted in order to consolidate ideas and practices.
8. **Course Objective(s)**
After completing this course, students will be able to:
 1. demonstrate an understanding of the multi-cultural implications of the media industry;
 2. observe a variety of management styles;
 3. gain an awareness of the numerous broadcasting regulations and technological innovations;
 4. identify international artistic and business trends.
9. **Course Outline**
To be determined
10. **Teaching Method(s)**
On site observation and discussion
11. **Teaching Media**
Not applicable
12. **Measurement and evaluation of student achievement**

Assessment is made from the criteria of S and U

13. Course evaluation

Site reports	40%
Report	60%

13. Reference(s)

Not applicable

15. Instructor(s)

TBA

15. Course Coordinator

Asst. Prof. Panadda Thanasatit