



Faculty of Communication Arts Announcement
For Application and Selection to
The Master of Arts in Strategic Communication Management
(International Program)
For the Academic Year 2025

Master of Arts in Strategic Communication Management (International Program) will be accepting applications for the academic year 2025, the requirements are as follows:

1. Requirements:

- 1.1 Holding a Bachelor's degree or equivalent
- 1.2 Having any of the following English proficiency test scores:
 - 1.2.1 IELTS : 6.5
 - 1.2.2 CU-TEP : 79
 - 1.2.3 TOEFL
 - Internet-based : 79
 - Computer-based : 213
 - Paper-based : 550

The test must be taken within two years before the application deadline (April 11, 2025).

Applicants will be exempt from the English proficiency test if they graduated from a degree program conducted in English and approved by a governing board. Proof of graduation from an English program (e.g., transcript or certified letter from the program director) must be submitted.

- 1.3 Meeting all rules, regulations and requirements as stipulated by the University now and in the future.

2. Number of candidates to be accepted

The Faculty of Communication Arts will accept **no more than 30 candidates** to the M.A. in Strategic Communication Management (International Program).

3. How to apply

The online application for the Master of Arts in Strategic Communications (MSCM) is available at <http://www.grad.chula.ac.th> under the “Admission and Application” section. Applications must be completed and submitted online between February 1 and April 11, 2025. Along with the completed application form, applicants are required to upload all supporting documents, including a bank transfer slip for the non-refundable application fee of 1,000 baht (one thousand baht). The International Program Office will confirm receipt of the application by email; however, please note that the application fee is non-refundable once received, under any circumstances.

4. Required documents

A complete application package includes the following:

1. Two 1-inch photographs
2. A copy of a national identity card or a passport
3. Official transcripts
4. Test results as stipulated in Article 1
5. Statement of Purpose
6. Letter of Guarantee as a currently enrolled student from the institution of higher learning
(Only for any applicant who is still studying in the last semester of a Bachelor’s program)
7. A bank transfer slip for the non-refundable application fee of 1,000 baht

Applicants must submit all required documents in a readable and downloadable format; otherwise, the Faculty of Communication Arts will not accept the application under any circumstances.

5. Consideration for acceptance

The Faculty of Communication Arts will consider the following criteria when making its final selection of candidates:

1. Documents submitted in accordance with Article 4 (including Statement of Purpose)
2. Interview results

6. Statement of Purpose

Applicants must submit a Statement of Purpose along with all other relevant documents by online, within *April 11, 2025*, if they are unable to do so for any reason, they waive all rights for acceptance. Please refer to the attachment for more details.

7. Announcement of eligible candidates for the interview

The Faculty of Communication Arts will announce the list of eligible candidates to be admitted to an online interview on *April 25, 2025* on the website: <http://www.inter.commarts.chula.ac.th>. The Faculty of Communication Arts withholds the right to invite only the applicants who have met the program's minimum requirements or who have been granted an exemption. Only shortlisted applicants will be accepted for the examinations. The Faculty of Communication Arts may announce more than 30 eligible candidates to be admitted to the interview in case of any absence. It may also announce a lower number of eligible candidates than stated if the applicants do not meet the minimum requirements.

8. Interview

Eligible applicants must attend the interview on *May 1 – 2, 2025* via video calls (Zoom Workplace). If they are unable to attend the interview for any reason, they waive all rights for acceptance.

9. Announcement of accepted candidates

Chulalongkorn University will announce the list of all candidates accepted to the Master of Arts in Strategic Communication Management (International Program) on *May 23, 2025* on the website: <http://www.inter.commarts.chula.ac.th>.

Accepted candidates must present themselves to acknowledge their intention to enter the program and make their first tuition payment on *June 2, 2025* at the Faculty of Communication Arts, Chulalongkorn University.

Decisions of the International Program Committee are definitive.

Accepted candidates must also print, sign, and submit all required documents in person to the International Program Office upon arrival, no later than the second week of the first semester of 2025

10. Tuition and Special Fees

The tuition and special fees are in accordance with announcements issued by Chulalongkorn University.

Announcement on December , 2025

(Assoc. Prof. Dr.Preeda Akkrajantachote)
Dean of Faculty of Communication Arts

Details for the Admission Announcement 2025
(International Program)

Program : Strategic Communication Management

Degree : Master's Degree

Curriculum Code

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Qualifications of Applicants

1. Applicants must hold at least a bachelor's degree or its equivalent from an accredited university.
2. Applicants must have good behavior and be willing to follow university regulations and requirements.
3. Applicants must be approved by the program's board of committee to be accepted to the program.

Application Period: February 1 and April 11, 2025		
Subject	Dates	Location
Interview	May 1 – 2, 2025 09:00-16:00 (GMT +7hrs. Bangkok time zone)	Video call (Zoom Workplace)

If an applicant does not meet the minimum English language requirements, s/he may still apply. However, the applicant must submit her/his English test score to the International Programs Office on the Interview day.

Applicants who do not meet the minimum English language requirements may still apply but must submit their English test score to the International Programs Office on the interview day.

Applicants will be exempt from the English proficiency test if they graduated from a degree program conducted in English and approved by a governing board. Proof of graduation from an English program (e.g., transcript or certified letter from the program director) must be submitted.

Expected enrollment numbers:

30 students

Announcement of eligible candidates for interview:

April 25, 2025

www.inter.commarts.chula.ac.th)

Announcement of accepted candidates:

May 23, 2025

www.inter.commarts.chula.ac.th)

Application Fee

Each applicant must pay a 1,000 baht application fee (exclusive of transaction fees and surcharges) to

Account name: Faculty of Communication Arts, Chulalongkorn University

Account number: 041-8-60217-1

The KASIKORNBANK Public Company Limited (KBANK)

SWIFTCODE: KASITHBK

The payment can be done either at the bank or through mobile banking.

Program's Total Fees

1. Application Fee (1,000 Baht)
2. Tuition Fee per semester
(31,000 Baht for Fall and Spring semesters; 7,750 Baht for Summer semester)
3. Faculty Fee per semester
(107,000 Baht for Fall and Spring semesters; 21,500 Baht for Summer semester)

<p>For further information, please contact the International Programs Office 6th floor, Mongkutsamatiwong Building, Faculty of Communication Arts Phone number: +66 2 218 2199; email: mscm.commarts@chula.ac.th (9.00 a.m. – 6.00 p.m.)</p>

**Statement of Purpose for Applications to
The Master of Arts in Strategic Communication Management
(International Program)
for the Academic Year 2025**

Statement of Purpose (SOP) Guidelines for MSCM Applicants

1. Required Content

In your SOP, please address the following points clearly and specifically:

- **Interest in Strategic Communication Management**
Explain how you developed an interest in the field of Strategic Communication Management. Share any personal, academic, or professional experiences that sparked this interest.
- **Preparation and Relevant Experiences**
Describe the experiences that have prepared you for further study in Strategic Communication Management. Highlight relevant academic work, research projects, internships, or professional roles that demonstrate your readiness for this program.
- **Research Interests**
Outline any specific research interests within Strategic Communication Management that you wish to pursue during the program. If possible, mention areas where you see alignment with faculty expertise or specific resources within the program.
- **Program Fit**
Explain why you are a good match for the Master of Science in Communication Management (MSCM) program at Chulalongkorn University. Discuss how this program aligns with your academic and career goals, and highlight specific aspects of the MSCM program that make it your choice.

2. Style and Quality Requirements

- Ensure the SOP is **well-organized and concise**.
- The SOP must be free from grammar, punctuation, and spelling errors to reflect professionalism and attention to detail.

3. Formatting Specifications

- **Length:** Maximum of two (2) A4-sized pages.
- **Header:** Include your full name and email address at the top of each page.
- **Font and Spacing:** Use Times New Roman, 12-point font, 1.5 line spacing.
- **Margins:** 1-inch margins on all sides.
- **File name:** SOP_Application ID_your full name

4. Submission Instructions

- Submit the SOP along with other supporting documents online at www.inter.commart.ac.th under the “Admission and SOP” section.
- Ensure every required document is readable and downloadable.
- **Deadline:** All materials must be submitted by **Friday, April 11, 2025**.
