

Course Syllabus: Translation for Business and Public Relations

Location: 35/3567(1), 3531(2)

Course Description:

This course focuses on translating business texts, advertisements, and public relations documents from English to Thai and vice versa. Emphasis is placed on accuracy, cultural appropriateness, and the suitability of the translations.

Course Objectives:

- **Develop skills to accurately translate business and PR texts.**
- **Enhance understanding of cultural nuances in translation.**
- **Improve the ability to produce translations that are suitable for the target audience.**
- **Practice translating a variety of business and PR documents.**

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Office Hours: Monday - Friday 8.00 - 17.00

Semester: 1/2025

Assessments:

- **Participation and Attendance: 10%**
- **Quizzes: 15%**
- **Translation Exercises: 20%**
- **Midterm Examination: 15%**
- **Final Project (Social Media Translation Campaign): 20%**
- **Final Examination: 20%**

Course Policies:

- **Attendance:** Regular attendance is mandatory. More than three unexcused absences may result in a lower grade. (Over five unexcused absences will result in elimination from final exam)
- **Participation:** Active participation in class discussions and activities is required.
- **Assignments:** All assignments must be submitted on time. Late submissions will incur a penalty.
- **Academic Integrity:** Students must adhere to the university's academic integrity policy. Plagiarism or cheating will result in disciplinary action.

Course Outline:

	Content
1	Introduction & Basic Principles of Translation
2	Features of Business Translation (EN-TH) & Business Correspondence
3	Financial & Legal Aspects (EN-TH) & Grammatical Nuances II
4	Advertising Translation: Principles & Strategies (EN-TH) & Slogans
5	Advertising Translation: Practical Application (EN-TH)
6	Public Relations Translation: Fundamentals (EN-TH)
7	Public Relations Translation: Advanced Topics (EN-TH) & Social Media
8	Advanced Case Studies & Quality Control / Miscellany of Translation
Midterm Examination	
9	Foundations of Business Translation (TH-EN) & Grammatical Nuances Revisited
10	Financial & Legal Aspects (TH-EN) & Ensuring Naturalness
11	Advertising Translation: Principles & Strategies (TH-EN) & Slogans Revisited
12	Advertising Translation: Practical Application (TH-EN)
13	Public Relations Translation: Fundamentals (TH-EN) & Social Media Revisited
14	Final Project Workshop: Social Media Translation Campaign & Advanced TH-EN Topics
15	Final Project Presentations & Course Synthesis
Final Examination	