

COURSE SYLLABUS

Course Code	96642102	Course Title	YouTuber				
Total Credits	3 (3-0-6)	Semester / Year of Study	1/2026	Section	-	Date-Time	-
Course Description (Thai)	-						
Course Description (English)	Learn how to use YouTube creatively for creating a job and learn how to use YouTube wisely and create cool contents, write scripts and shoot videos, and learn audio and video editing techniques to increase your followers as well as earn money from YouTube.						
Course Coordinator	Aj. Sirapakaporn Khoratchawanich						
Course Instructors	Aj. Sirapakaporn Khoratchawanich						
Teaching Assistant (if any)							
Counselling Schedule	LINE Group, Everyday 10:00-18:00					Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....
Website or Online Teaching Method (if any)	MS Teams						

Learning Outcomes

Course Learning Outcome

1. Students acquire basic knowledge about YouTube Ecosystem and parties involved
2. Students can understand how YouTube AI/Algorithm works and how to take advantage of it.
3. Using the understanding in YouTube system, students can strategically plan the YouTube channel and tactics to mitigate risks and maximize success opportunity.
4. Students can demonstrate how knowledge of personal branding can be applied to ensure excellent online presence.
5. Students acquire basic knowledge about steps in content creation, and how the steps vary depending on the type of contents.
6. Students can critically analyse other YouTubers' success, be able to apply the findings into practice, and finally can execute content creation on their own.
7. Students can work as a team, using brainstorming and mind-mapping methods to maximise the team's performance
8. Students can demonstrate soft skills such as communication, leadership, adaptability, and problem-solving through YouTube project execution.

General Education Learning Outcome: GE-LO

GE-LO

Value

☒ GE-LO-1 Analytical and Critical Thinking

5

☐ GE-LO-2 Complex Problem Solving

☒ GE-LO-3 Creativity

3

☒ GE-LO-4 Interpersonal Skills

2

☐ GE-LO-5 Integrity and Perseverance

☒ GE-LO-6 Active Learning and Learning Strategies

2

☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility

☒ GE-LO-8 Leadership and Social Influence

1

☐ GE-LO-9 Communication

☐ GE-LO-10 Entrepreneurship and Startup

☒ GE-LO-11 Digital Quotient Literacy and Digital Media Production

2

Total Value

15

Classroom Management

☒ Lecture/practice ☐ Active Learning ☐ Problem-Based Learning ☒ Project-Based Learning ☐ Online/Blended Learning

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Durations (minutes)			GE-LO	Instructor	Notes
			In class	Video Clip	Online activities			
1	Lecture 01: Introduction to “96642102 YouTuber” Details: - YouTube Evolution	- Lecture	180			1, 3, 4, 6, 8		
2	Lecture 02: Understanding YouTube Details: - YouTube Ecosystem - YouTube Monetisation - Ethics on YouTube	- Lecture	180					
3	Lecture 03: Channel Branding Details: - Channel Positioning - Target Audience - Competitor - Types of Content - Channel Naming and Logo	- Lecture	180					
4	Lecture 04: YouTube Algorithm Details: - How YouTube Gathers Data - How YouTube Analyses Data - How YouTube Uses Data	- Lecture - Assignment 01: Assigning	180					
5	-	- Assignment 01: Presentation and Submission - Midterm Project: “If I Were to Have My Channel”	180					

Week	Topic/Sub-topic	Activities	Durations (minutes)			GE-LO	Instructor	Notes
			In class	Video Clip	Online activities			
6	Discussion: Strategic Planning for YouTube Channel Success	- Workshop: Interactive workshop on teamwork, communication, and problem-solving in creative projects. - Midterm Project: Progress Presentation and Coaching	180					
7	Discussion: Strategic Planning for YouTube Channel Success	- Midterm Project: Progress Presentation and Coaching	180					
8	-	- Midterm Project: Presentation and Submission	180					
Mid-term Examination								
9	Lecture 06: Content Creation Steps (1) Details: - Steps in content creation: 1. Pre-production 2. Production	- Lecture	180			1, 3, 4, 6, 8, 11		
10	Lecture 07: Content Creation Steps (2) Details: - Steps in content creation: 3. Post-production	- Lecture - Assignment 02: Assigning	180					
11	-	- Assignment 02: Presentation and Submission - Lecture 08: Content Structure - Final Project: “If I Were to Have My Content”	180					
12	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	180					

Week	Topic/Sub-topic	Activities	Durations (minutes)			GE-LO	Instructor	Notes
			In class	Video Clip	Online activities			
13	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	180					
14	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	180					
15	-	- Final Project: Submission and Presentation	180					

Assessment Plan

Assessment Activities	Value	Score	Week of Evaluation	GE-LO	Notes
1. Attendance and Participation	1	4	Week 1-15	GE-LO-8	
2. Assignments	4	16	Week 5 and 10	GE-LO-1 GE-LO-6	
3. Midterm Project:	5	20	Week 8	GE-LO-1 GE-LO-3 GE-LO-4	
4. Final Project:	5	20	Week 15	GE-LO-3 GE-LO-4 GE-LO-11	
Total	15	60			

Evaluation criteria

☐ Group-based								
☒ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score	48-60	45-47	42-44	39-41	36-38	33-35	30-32	0-29
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score	30-60				0-29			

Main Textbook and Course Materials	- The YouTube Formula by Derral Eves		
Important Documents and Information	- YouTube Marketing by George Pain		
	- Making YouTube Videos by Nick Willoughby		
Suggested Learning Resources for students	- YouTube Channels for Dummies by Rob Ciampa		
Modified by	Aj. Sirapakaporn Khoratchawanich	date	9 April 2026

Scoring criteria according to Assessment Plan

Skills	Learning Outcomes	Value	Levels			
			4 Excellent	3 Good	2 Fair	1 Poor
1. Attendance and Participation	GE-LO-8	1	Actively contributes to class discussions; supports peers; takes initiative in group activities; demonstrates positive influence and leadership.	Participates consistently; contributes ideas; collaborates respectfully.	Irregular participation; passive involvement; rarely initiates contributions.	Frequently absent or disengaged; does not participate; negatively affects group progress.
2. Assignments	GE-LO-1	2	Provides clear, accurate, and insightful analysis of the YouTube channel. Demonstrates strong reasoning with well-supported assumptions and thoughtful implications.	Analysis is mostly accurate and covers key components. Assumptions are stated and somewhat explained, though not deeply explored.	Provides basic analysis but lacks depth; assumptions are listed without meaningful explanation; key areas may be incomplete.	Analysis is superficial, incorrect, or missing major components. No logical reasoning or assumptions provided.
	GE-LO-6	2	Demonstrates strong initiative - applies class concepts independently, researches beyond provided materials, and revises based on feedback. Shows clear evidence of learning progression.	Uses class content appropriately and shows effort to apply feedback. Some independent learning is evident.	Relies mainly on provided materials; limited use of feedback; minimal independent effort.	Shows little engagement with learning resources; does not use feedback; unclear whether learning has occurred.

Skills	Learning Outcomes	Value	Levels			
			4 Excellent	3 Good	2 Fair	1 Poor
3. Midterm Project:	GE-LO-1	3	Presents a well-reasoned and cohesive strategy supported by strong analysis of audience, competition, and positioning. Insightfully connects data to design decisions.	Strategy is logical and based on reasonable analysis. Some connections between findings and decisions are explained.	Strategy exists but is generic or weakly supported by analysis. Limited or unclear justification.	Strategy is inconsistent, unsupported, or unrelated to the analysis.
	GE-LO-3	1	Channel concept is highly original, memorable, and reflects strong creative thinking. Demonstrates innovative formats, storytelling ideas, or niche positioning.	Concept shows creativity and some unique ideas; originality is present but not strongly developed.	Concept is predictable; few creative elements; follows common trends without strong differentiation.	Lacks creative ideas; no originality or innovation in the channel concept.
	GE-LO-4	1	Team collaborates cohesively; distributes work fairly; communicates openly; and resolves conflicts constructively. Final output reflects strong teamwork.	Team works well with occasional issues; communication is generally effective; workload mostly balanced.	Uneven participation; communication issues that affect workflow; some conflicts unresolved.	Poor teamwork; significant conflict or non-participation; product clearly affected by interpersonal issues.
4. Final Project:	GE-LO-3	2	Video demonstrates strong creative direction - engaging storytelling, thoughtful pacing, and visually compelling execution.	Creative elements are present and contribute positively, though not fully polished or unique.	Some creative effort is visible but ideas are conventional; execution lacks impact.	Little to no creative contribution; video is generic or directionless.

Skills	Learning Outcomes	Value	Levels			
			4 Excellent	3 Good	2 Fair	1 Poor
	GE-LO-4	1	Team collaborates effectively throughout production. Clear role coordination, smooth communication, and supportive working dynamics.	Teamwork is generally effective with minor issues; roles mostly clear; communication adequate.	Coordination problems or uneven workload; communication gaps create production challenges.	Serious teamwork issues; unclear roles; conflict or lack of participation significantly harms the final output.
	GE-LO-11	2	Shows strong technical competency - high-quality audio, visuals, editing, timing, transitions, text placements, and use of YouTube production standards. Professional-level execution.	Good technical quality with minor issues; editing and filming show clear competency.	Basic technical skills demonstrated; noticeable flaws in audio, transitions, or structure.	Weak technical execution; major issues in filming, editing, or production quality.