

Ms. Marissa Chantamas

St. Martin de Tours Award for Excellence in Performance (Third Class)

Citation:

Ms. Marissa was recruited as a faculty member in June 1994 soon after her graduation from the Faculty of Communication Arts in the summer of that year. In September 1998 she took leave to pursue higher studies and in December 1999 secured her M.S. degree in Integrated Marketing Communications from Northwestern University, USA. On July 1, 2000 she was promoted as Acting Chairperson followed by confirmation in that position on July 1, 2004.

Ms. Marissa has cut out a neat record of performance as corroborated by her activities a few of which are detailed here. By way of research presentations she participated in TACT Seminar, September 2002; Topic: Popular Advertising from the Consumers Point of View, "Marketing to Women" Seminar July, 2003; Topic: "What Women Want" and Ideas Conference, Singapore, September, 2003; Topic: "Branding Formula". She made valuable contributions in the field of administration by assisting to increase student admissions from 100 in 2000 to 500 in 2004, helped launch three new majors namely Public Relations, Performance Communications, and New Media Communications, developed students performance in competitions since the academic year 2003 when two teams got into the final of Junior TACT Awards and again in 2004. Her social services were also appreciable as well as visible when she helped the Advertising Association of Thailand during the development of their Code of Ethics including holding seminars and working on documents for distribution in 2002. Ms. Marissa sat on the board of the National Energy Policy Office for scrutinizing and approval of advertisements during 2002-2003 and worked with students for presentations to UNICEF Youth Forum including reflection on the state of television and its effects on children. She was also activity involved in the "Staying Alive" project with MTV. to warn young people about the dangers of AIDS. and this assignment comprised management of filming schedules, locations, and collaborating with the government agencies.

In view of her excellent record and her highly effective activities in promoting the interests of students and the University, the administrators are pleased to confer the St. Martin de Tours Award for Excellence in Performance (Second Class) on Ms. Marissa Chantamas on this auspicious date of December 24, 2004.