

Title The Development of Instructional Model Based on the Philosophy of the Sufficiency Economy in the Course of Seminar in Case Study Public Relations . (PA.412)

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Abstract

The purposes of this study were 1.) to develop an instructional model based on the Sufficiency Economy Philosophy carried out in the course of Seminar in Case Study Public Relations (PA.412) and 2) to study quality of the developed instructional model by comparing the students' sufficiency economy competency between before and after implemented model. The Sufficiency Economy Competency in this study consisted of cognitive , spiritual , social consciousness and morality and ethics sufficiency economy.

The sample were 40 fourth year students who studied in the course of Seminar in Case Study Public Relations (PA.412) the first semester of academic year 2007. The research instruments were the Instructional Model Based on the Philosophy of the Sufficiency Economy and the inventories of Sufficiency Economy Competency with the reliability coefficients of 0.86 . Methods of analyses were mean , standard deviation and t- test dependent.

The results of this study were as follows.

1. Posttest scores of the experimental group in cognitive sufficiency economy competency was significantly higher than pretest scores at .01 level.
2. Posttest scores of the experimental group in spiritual sufficiency economy competency was significantly higher than pretest scores at .01 level.
3. Posttest scores of the experimental group in social consciousness sufficiency economy competency was significantly higher than pretest scores at .01 level.
4. Posttest scores of the experimental group in morality and ethics sufficiency economy competency was significantly higher than pretest scores at .01 level.