

BACHELOR OF ARTS IN COMMUNICATION					
EFFECTIVE ACADEMIC YEAR 2018-2019					
(Updated Program of Study as of Academic Year 2020-2021)					
COURSE CODE	COURSE TITLE	HOURS		UNITS	PRE-REQUISITE
		LEC	LAB		
FIRST YEAR					
FIRST SEMESTER		18	0	23	
COMM131	Introduction to Communication Media	3	0	3	
ENGL031	Purposive Communication	3	0	3	
MATH031	Mathematics in the Modern World	3	0	3	
PSYCH031	Understanding the Self	3	0	3	
SOCSCI031	Readings in Philippine History	3	0	3	
HUM031	Art Appreciation	3	0	3	
PE103	Movement Enhancement			2	
NSTP111	National Service Training Program 1			3	
SECOND SEMESTER		18	0	23	
COMM132	Communicaton Theory	3	0	3	
COMM134	Risk, Disaster, and Humanitarian Communication	3	0	3	
COMM136	Knowledge Management	3	0	3	
ENGL014	Technical Writing/Communication	3	0	3	
SOCSCI032	The Contemporary World	3	0	3	
PHILO031	Ethics	3	0	3	
PE104	Fitness Exercises			2	PE103
NSTP112	National Service Training Program 2			3	NSTP111
SECOND YEAR					
FIRST SEMESTER		21	0	23	
COMM231	Communication, Culture and Society	3	0	3	
COMM233	Journalism Principles and Practices	3	0	3	
COMM235	Broadcasting Principles and Practices	3	0	3	
COMM237	Integrated Marketing Communication	3	0	3	
ENGL253	Psychology of Language	3	0	3	
STS031	Science, Technology and Society	3	0	3	
GE-COMM1	General Education Elective 1	3	0	3	
PE205	Physical Activities Towards Health and Fitness I			2	PE103
SECOND SEMESTER		20	3	23	
COMM232	Advertising Principles and Practices	3	0	3	
COMM234	Communication Media Laws and Ethics	3	0	3	
COMM246	Copy Editing and Layouting	2	3	3	
FLELEC 1	Foreign Language 1	3	0	3	
GE-COMM2	General Education Elective 2	3	0	3	
GE-COMM3	General Education Elective 3	3	0	3	
RIZAL031	The Life and Works of Rizal	3	0	3	
PE206	Physical Activities Towards Health and Fitness II			2	PE103
THIRD YEAR					
FIRST SEMESTER		20	6	22	
COMM331	Social Media Principles and Practices	3	0	3	
COMM333	Photography in Journalism	3	0	3	COMM233, COMM237

COMM337	Behavioral and Social Change Communication	3	0	3	
COMM339	Intercultural/Cross-Cultural Communication	3	0	3	
COMM345	Radio Broadcasting	2	3	3	
CEB011	Sugbuanong Pinulongan	3	0	3	
FLELEC 2	Foreign Language 2	3	0	3	
CSIT101	Modern Tools 1	0	3	1	
SECOND SEMESTER		17	6	19	
COMM332	Science and Health Communication	3	0	3	
COMM334	Organizational Culture and Communication	3	0	3	
COMM336	Communication Research	3	0	3	
COMM348	TV Broadcasting	2	3	3	COMM233, COMM237
PSYCH354	Filipino Psychology	3	0	3	COMM233, COMM237
ENGL051	English Language Test for Migrants	3	0	3	
CSIT102	Modern Tools 2	0	3	1	CSIT101
SUMMER		6	0	6	
COMM430	Internship in Print/PR Media	6	0	6	All Third Year Comm Courses
FOURTH YEAR					
FIRST SEMESTER		18	0	18	
COMM431	Communication Planning	3	0	3	
COMM433	Creative Cultural Content Development	3	0	3	
COMM435	Communication Management	3	0	3	
ENGL455	Language and Gender	3	0	3	
PSYCH453	Culture and Psychology	3	0	3	
THESIS411	Writing Research Proposal	3	0	3	All Third Year Comm Courses
SECOND SEMESTER		12	0	12	
COMM432	Internship in Broadcast Media	6	0	6	All Third Year Comm Courses
COMM436	Development Communication	3	0	3	
THESIS412	Writing Research in Communication	3	0	3	
GRAND TOTAL		150	15	169	
LIST OF FOREIGN LANGUAGE ELECTIVE COURSES					
FL031	Foreign Language 1 (Spanish 1)	3	0	3	
FL032	Foreign Language 2 (Spanish 2)	3	0	3	FL031
FL033	Foreign Language 3 (Nihongo 1)	3	0	3	
FL034	Foreign Language 4 (Nihongo 2)	3	0	3	FL033
GENERAL EDUCATION ELECTIVES					
FIL031	Kontekstwalisadong Komunikasyon sa Filipino (KOMFIL)	3	0	3	
ES036B	Environmental Science	3	0	3	
LIT031	Sosyedad at Literatura/Panitikang Panlipunan (SOSLIT)	3	0	3	