



BA COMMUNICATION

PROGRAM CATALOG

**STL
SCHOOL OF TEACHER EDUCATION AND
LIBERAL ARTS**

SLU VISION-MISSION

“Saint Louis University is envisioned as an excellent missionary and transformative educational institution zealous in developing human resources imbued with Christian Spirit and who are creative, competent and socially involved.

SCHOOL VISION-MISSION

The School of Teacher Education and Liberal Arts (STELA) is envisioned as an institution for excellence in Teacher and Liberal Arts Education committed to the CICM mission of education of “missio et excellentia” in the formation and training of competent, creative, socially-involved professionals imbued with Christian Spirit.



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PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- serve as professional media practitioners imbued with Christian Spirit cognizant of the dignity of humanity and all creations;
- demonstrate relevant and responsive communication knowledge and skills that foster creativity, critical thinking, and scholarly research needed for national and international development;
- exhibit excellence in the theory and practice of communication applicable in various professions and contexts, with focus on the media professions; and
- advocate the promotion of cultural heritage, social justice and nationalism, and community-based programs to improve quality of life.



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PROGRAM LEARNING OUTCOMES (PLO)

- Apply communication theories/ models, principles, practices, and tools in communicating through different media platforms and formats
- Exhibit mastery in manipulating media equipment and devices and in developing communication/ media plan and communication materials in different formats and platforms
- Construct effective spoken and written discourses in English or in Filipino using the Mass Communication registers
- Demonstrate skills and ethics in communication management, leadership and entrepreneurship in media-related contexts
- Demonstrate a development orientation in conducting communication and media research and in communication work
- Apply the latest developments in the communication and media profession Participate in the generation, dissemination, and utilization of new knowledge and developmental projects
- Work effectively and independently in multidisciplinary and multicultural teams
- Adhere to professional, social, and ethical standards in accessing, organizing, and utilizing information and in practicing rights and responsibilities and accountabilities in the communication profession
- Promote Filipino culture and values through mass communication materials and activities
- Engage in lifelong learning and understanding of the need to keep abreast of the developments in the specific field of practice
- Practice Christian values in their personal and professional endeavors as Louisians in the service of the CICM mission.

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CURRICULUM

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
1st Semester					
GART	Art Appreciation	3			
GSELF	Understanding the Self	3			
GHIST	Readings in Philippine History	3			
GPIC	Philippine Indigenous Communities	3			
FIT HW	Physical Activity Towards Health and Fitness (Health and Wellness)	2			
NSTP-CWTS 1	Foundations of Service	3			
CFE 101	God's Journey with His People	3			
COM 111	Introduction to Communication Media	3			
COM 112	Communication, Culture, and Society	3			
TOTAL		26			
Short Term					
GIT	Living in the IT Era	3			
CFE 102	Christian Morality in Our Times	3			
TOTAL		6			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
2nd Semester					
GCWORLD	Contemporary World	3			
GPCOM	Purposive Communication	3			
GSTS	Science, Technology, and Society	3			
GMATH	Mathematics in the Modern World	3			
GETHICS	Ethics	3			
GRVA	Reading Visual Art	3			
FIT CS	Physical Activity Towards Health and Fitness (Combative Sports)	2			
NSTP-CWTS 2	Social Awareness & Empowerment for Service	3			
COM 121	Journalism Principles and Practices	3		COM 111	
TOTAL		26			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
1st Semester					
CFE 105A	CICM in Action: Justice, Peace, Integrity of Creation, Indigenous Peoples, and Interreligious Dialogue	1.5		CFE 103, 104	
COM 311	Advanced Creative Writing	3		COM 111, 121	
COM 312	Digital Learning Materials Development	3		COM 111, 216, 217, 231	
COM 313	Research 1 - Basics of Research and Proposal Making	3		COM 225	
COM 314	Integrated Communication	3		COM 111, 216, 222, 215, 221, 224	
COM 315	Communication Management	3		COM 111, 222, 215, 223, 231	
COM 316	Performance Media	3		COM 111, 221, 214	
TOTAL		19.5			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
2nd Semester					
CFE 105B	CICM in Action: Environmental Planning and Management and Disaster Risk Reduction Management	1.5		CFE 105A	
COM 321	Web Content Management	3		COM 111, 121, 211, 222, 215, 223, 311, 312	
COM 322	Research 2 - Data Gathering and Manuscript Writing	3		COM 225, 313	
COM 323	Social Media and Mobile Technology for Communication Campaigns	3		COM 111, 222, 215, 231, 311, 312	
COM 324	Digital Publishing	3		COM 111, 222, 215, 223, 311, 312	
COM 325	Multimedia Storytelling	3		COM 111, 112, 223, 311	
ELSC1	Leamer-Centered Testing and Assessment	3			
ELSC2	Facilitating Learner-centered Teaching	3			
TOTAL		22.5			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
1st Semester					
CFE 103	Catholic Foundation of Mission	3			
COM 211	Broadcasting Principles and Practices	3		COM 111, 121	
COM 212	Risk, Disaster, and Humanitarian Communication	3		COM 111, 121	
COM 213	Communication Theory	3		COM 111, 121	
COM 214	Introduction to Film	3		COM 111, 121	
COM 215	Social Media Principles and Practices	3		COM 111, 121	
COM 216	Digital Imaging	3		COM 111, 121	
COM 217	Development Communication	3		COM 111, 121	
COMDP	Discourse Proficiency	3			
FIT OA	Physical Activity Towards Health and Fitness (Outdoor and Adventure Activities)	2			
TOTAL		29			
Short Term					
COM 231	Communication Planning	3		COM 111, 223, 224	
CFE 104	CICM Missionary Identity	3		CFE 103	
TOTAL		6			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
2nd Semester					
COM 221	Introduction to Theater Arts	3		COM 111, 121	
COM 222	Communication Media Laws and Ethics	3		COM 111, 121	
COM 223	Knowledge Management	3		COM 215	
COM 224	Public Relations Principles and Practices	3		COM 111, 121	
FOR LANG 1	Foreign Language 1	3			
COM 225	Communication Research	3		COM 213, 215	
COMBC	Business Correspondence	3			
GRIZAL	The Life and Works of Rizal	3			
FIT AQ	Physical Activity Towards Health and Fitness (Aquatics)	2			
TOTAL		26			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
1st Semester					
CFE 106A	Embracing the CICM Mission	1.5		CFE 105B	
CFE 106B	Embracing the CICM Mission	1.5		CFE 106A	
COM 411	Print and/or Digital Publishing Internship	6		All courses from 1st-3rd Yr.	
TOTAL		7.5			

	COURSE CODE	DESCRIPTIVE TITLE	UNITS	GRADES	PRE-REQUISITES
2nd Semester					
CFE 106B	Embracing the CICM Mission	1.5		CFE 106A	
COM 421	Broadcast Media Internship	6		All courses except CFE 106B	
TOTAL		7.5			



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ADMISSION POLICIES

Saint Louis University welcomes local and foreign students alike, subject to University admission Policies, requirements, and academic standards and pertinent laws of the Republic of the Philippines.

Undergraduate Freshman Students

- All undergraduate freshman applicants must pass the SLU College Entrance Examination (SLU-CEE) and must qualify within the slots duly determined for their chosen course. The regular SLU-CEE is conducted during weekends from the middle of October up to the middle of December. Admission for the first semester starts at the middle of April.

Transfer Students

- SLU admits transferees in all courses except Bachelor in Medical Laboratory Science subject to their compliance with pertinent requirements and guidelines. They must undergo a Qualifying Examination (QE) and if qualified, will take the Personality Test and Interview. Foreign students applying as transferees are subject to the English Proficiency Test (EPT) rule.

Graduate Program Students

- The applicant must have finished the prerequisite degree/s prior to acceptance to the Graduate Program;
- For a Master's degree, the applicant must have a Baccalaureate degree from an institution of recognized standing;
- For a Doctorate degree, the applicant must have a Master's degree in related fields from an institution of recognized standing.

Foreign Students

- Foreign students should apply not later than 6 months before the start of the academic term. Moreover, they should be in Baguio City at least 4 weeks before the start of classes of the academic term for them to take the EPT as well as SLU-CEE / QE / GPEE, and Personality Test.
- Foreign students applying for the first time either in the undergraduate or graduate program should initially possess satisfactory proficiency in English and have passed the EPT as well as the pertinent entrance examination and Personality Test. Before enrolling, they undergo Preadmission Processing at the Student Affairs Office.
- Foreign students must secure a valid Student Visa. There are two options in securing a Student Visa. For related information, consult Foreign Student section of the Registrar's Office.

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SCHEDULE OF FEES

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FIRST YEAR TUITION FEE AS OF AY 2023 - 2024

PROGRAM

PARTIAL

FULL

BA COM

9,580.00

29,663.00

FEES LISTED PER SEMESTER AND ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE



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JOB OPPORTUNITIES

(WHERE DOES THE PROGRAM TAKE YOU?)

- Advertising (creative director, copywriter, account/brand manager)
- Broadcasting (TV/Radio, news reporter/anchor, program/segment host, producer, researcher)
- Corporate Communication Specialist (community relations coordinator, human resource specialist)
- Integrated Marketing Communication (graphic designer, content strategist, web content management, content writing, digital marketing)
- Events Management
- Academe (lecturer/professor)
- Film/ Photography/Multimedia Production Houses (actor, director, scriptwriter, cinematographer, music producer)
- Journalism (editor, journalist, press secretary, researcher)
- Law and Government (lawyer, campaign director, lobbyist)
- Marketing (marketing/brand manager, researcher)
- Public Relations (PR Director, writer/publicist)
- Social Media Management (content creator, social media strategist)
- Theater (actor, director, stage manager)



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VISIT US:

DEAN'S OFFICE

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CONNECT WITH US:

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- SLU School of Teacher Education and Liberal Arts
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